TECHNOLOGY DEPT

Member Associated Business Papers, Inc.

The Newspaper of the Industry

Member Audit Bureau of Circulations.

AIR CONDITIONING AND REFRIGERATION News

Issued Every Monday at 450 W. Fort St., Detroit 26, Mich.

MAR. 18, 1946

Vol. 47, No. 11, Serial No. 887

Established 1926.

Reentered as second-class matter October 3, 1936 at the post office at Detroit, Michigan, under the Act of March 3, 1879. Trade Mark Registered U. S. Patent Office. Copyright, 1946, by Business News Publishing Co.

PUBLIC LIBRARY MAR 1946 DETROIT

Inside Dope

By George F. Taubeneck

What's Wrong with Planning?
The Bigger They Are, the Harder They Fall
The Screwy School of Economics
The Screwy School of Statisticians
They 'Done Us Wrong'
Planned Inflation

What's Wrong with Planning?

Advocates of a "planned economy" generally have an audience on their side right at the beginning because the word "plan" has a favorable ring to it.

Most people will agree at the outset that everything ought to have a "plan." So, when the bright young Apostles of a New Order of Things talk about "planning," they get good reception.

But let's stop for a moment and analyze this lovely word, "plan."

To "plan" an activity means that you must think it out—or guess it out—in advance. In effect, you must be a soothsayer, a crystal-gazer, a fortune-teller.

Unexpected things have a way of occurring, however, to confound all fortune-tellers. As the sage Scotch poet, "Bobbie" Burns said it:

"The best-laid schemes o' mice and men gang aft a-gley."

The Bigger They Are, the Harder They Fall

All of us must try to plan things in advance, of course. When we plan simple matters, perhaps we do pretty well. But the more complex the situation, the more often we are apt to go astray. There are just too many facts we can't find out about, too many unknowns we are unable to predict.

As an observer of the business scene for many years, the writer has often noted that the biggest mistakes are made by the biggest corporations and organizations.

Even though the giants of business and industry attract the finest minds and the most brilliant talent, the very size and scope of their operations makes the problem of planning so complicated and *so remote* from actual operations that gigantic mistakes are bound to be made occasionally.

And now consider government planning. Because of its relatively low scale of compensation, government does not attract the nation's most brilliant minds. Yet, at this "top level," the problems become so infinitely complex that no human being can begin to comprehend their multifareous intricacies.

The Screwy School of Economics

What's wrong with planning is the planners. "Bright young men" like playboy Bob Nathan, a Vice President in Charge of Planning for two New Deal Administrations, may look at three or four unrelated facts and arrive at a decision that three-plus-three actually equals eleven.

This department knows Bob Nathan, and has watched him work. And if his planning is so voluptuously terrific as some New Dealers seem to think it is, all we can say is . . . God help us.

Well we recall the time (it was back in 1942) when Nathan decided that the country's wartime transportation problem could be solved if all the nation's two-car families were forced to sell their second automobiles to the government.

Some two dozen of us were sitting around a long table. Rolling up his sleeve to show his hairy, muscular

(Concluded on Page 11, Column 1)

New Heads of Two Industry Associations

H. F. SPOEHRER
President of R.E.M.A.

TED GLOU
President of R.E.W.A.

* * *

Spoehrer, New R.E.M.A. Pres., Calls For End to 'Government Bottlenecks'

CHICACO—H. F. Spoehrer of the Sporlan Valve Co. is the new president of the Refrigeration Equipment Manufacturers Association, and Ted Glou of Central Service Supply Co., Syracuse, N. Y., is the new head of the Refrigeration Equipment Wholesalers Association for the coming year.

Other new officers of R.E.M.A. elected at the recent meetings here are Edward M. Flannery of Bush Mfg. Co., vice president; Charles H. Benson, Imperial Brass Mfg. Co., secretary; and Guy J. Henry, Henry Valve Co., treasurer.

New members of the board of directors include: K. B. Thorndike, Detroit Lubricator Co.; G. E. Graff, Ranco, Inc.; R. H. Israel, Virginia Smelting Co.; H. F. Hildreth, Westinghouse Electric Corp.; and J. W. Krall, Tyler Fixture Corp.; and Harry Jarrow, Jarrow Products Co.

Other new officers of the parts and supplies wholesalers association included George Roche, Roche & Hull, Inc., Baltimore, vice president; Harold Stern, Refrigerative Supply, Seattle, secretary; and Alex H. Holcombe Jr., Victory Sales & Supply, Philadelphia, treasurer. New members of the board include: Edward C. Marsden, Marsden & Wasserman, Hartford, Conn.; Warren Parker, Hasco, Inc., Greensboro, N. C.; Joseph Mideke, Mideke Supply Co., Oklahoma City, Okla.; and J. D. Ross, Railway & Engineering Specialties, Ltd., Montreal, Canada.

Detailed report on the Refrigeration Equipment Wholesalers Association convention is published on page 13 of this issue.

In his first statement after being elected to head R.E.M.A., Mr. Spoehrer called upon Congress and government agencies to take immediate steps which would permit the refrigeration industry "to get materials and go about its business."

He declared that the refrigeration and air conditioning industry has two to three times its prewar productive capacity, but is free to turn out only a small part of its prewar volume.

"Our industry is back to facing a bottleneck—today, there is but one bottleneck, the government. Lack of materials and strikes, the one practically synonymous with the other, stem from delays in enacting proper labor relations measures. Production and distribution are hampered by delays in getting price relief.

"Companies with orders on hand for six months production have only a week's supply of raw material. Companies with orders mounting far into the millions are laying off even salaried employes.

"It may be easy to blame the government for all our ills, but who else is responsible? Our principal raw materials—steel and copper—are scarce because of strikes, and proper labor relations laws will help prevent strikes. Some price relief is being given, but it is not widespread and it is not prompt in many cases. Congress and the government agencies created by Congress can correct these faults—and they should act as promptly as they did during the war to so do."

During the four-day meetings, the two groups held separate sessions to transact their own association affairs, and then met in a joint meeting and also in individual conferences to take steps to assure an uninterrupted flow of parts and supplies, and to improve relations between manufacturers and the distribution phase of the business.

Proposals previously submitted to R.E.M.A. by R.E.W.A. for closer inter-group cooperation were reviewed by F. S. Langsenkamp, Jr., chairman of R.E.W.A.'s manufacturers' relations committee, in his talk opening the joint session. These include requests for individual statements of sales policies by manufacturers, uniform cash discounts, and

(Concluded on Back Page, Column 1)

Price Increase on Tecumseh Line Now Applies to Dealers

TECUMSEH, Mich.—In a second adjustment of maximum prices for its refrigeration machines, Tecumseh Products Co. here was recently authorized by OPA to increase existing ceilings by 11% on sales to contractors and service men.

A previous price adjustment order affected only sales of Tecumseh products to other manufacturers. Under this order, purchasers were to absorb the price increases granted Tecumseh or use such increases as the basis for price-adjustment applications.

The new price ruling, contained in Order 331, MPR 591, allows resellers to add to their current ceiling prices the "dollar and cent" increases in their costs resulting from the 11% increase granted Tecumseh. It is stipulated in the order that this provision does not apply to manufacturers who purchase Tecumseh products for use in the manufacture of other refrigeration equipment.

Order No. L-69 under section 16 of MPR 591 was revoked by Order 331.

G-E and Union Reach Agreement On Wage Increase To End Strike

No Price Increases Yet on Appliances Under Wage Policy

DETROIT — Although price increases have been granted the automobile industry to help make up for increased costs of material and labor, no such action has been forthcoming from OPA for the appliance industry.

Refrigerator and appliance manufacturers will undoubtedly apply for price increases individually, and they are also expecting OPA to call meetings of industry advisory committees for refrigerators and appliances.

General Electric Co.'s recent announcement that it would dig into reserves accumulated over the year to continue production at loss was seconded by one other large appliance manufacturer, but the latter pointed out that small firms who supply parts to the large companies will be hit hardest by the government's policy of permitting costs to increase while prices are held back.

(Concluded on Page 25, Column 2)

Other Factors May Delay Resumption of Full Appliance Production

NEW YORK CITY, March 14—General Electric Co. and officials of the United Electrical Workers (CIO) reached an agreement today on a wage increase of 18½ cents per hour as a basis of settling a strike that has made idle 100,000 workers in G-E plants in 16 states since Jan. 15.

Union leaders expressed the hope that formal ratification of the agreement by the union membership would come through in time to permit resumption of work by Monday, March 18.

However, at General Electric offices in New York City it was said that "no realistic statement" on just when the various G-E plants would get back into production could be made at the present time, and that it might be several days before any statement might even be made on the subject.

Considerable doubt was expressed that the ending of the strike would result in any sudden flood of production on refrigerators and other appliances. It was pointed out that G-E, like many another appliance manufacturer, is troubled with a shortage of components and materials becauses of strikes and other problems encountered by its suppliers, and it would take time to get supplies flowing into the company which had been diverted to other users during the strike.

A case in point about the problem of appliance production is that of the G-E plant in Chicago which manufactures ranges. There was no walkout of labor at this plant, but it hasn't been producing because of a shortage of essential parts.

Despite the settlement of the steel strike, the problem of obtaining enough of the kind of steel needed is a difficult one for the appliance manufacturer, it was asserted, because such manufacturers get their materials from what is termed a "secondary" group of steel producers, those who provide enameling steel. And these producers are still far from having their problems settled.

The wage increase, a joint statement from the management and union declared, will be for "all employes represented by UE," but later it was said a similar increase would be given to employes represented by other bargaining units.

When the General Electric employes struck, in support of demands for a $2 a day boost, there was a simultaneous walkout of 75,000 employes of the Westinghouse Electric Corp. and 25,000 from the electrical division of General Motors Corp. The GM electrical workers settled their strike about a month ago for an 18½ cents an hour increase.

WASHINGTON, D. C., March 14—The strike of workers in plants of the Westinghouse Electric Corp. was being taken up today by special representatives of Lewis B. Schwellenbach, Secretary of Labor.

New Jack & Heintz Firm Plans to Make Condensing Units

CLEVELAND — Jack & Heintz Precision Industries, Inc., newly formed corporation now preparing to enter the air conditioning, refrigeration, and automotive industries, revealed last week that it plans to manufacture refrigeration compressors and fractional horsepower electric motors.

Revelation of contemplated products followed an earlier announcement of the planned merger of Jack & Heintz, Inc., manufacturer of precision aircraft equipment during the war into Precision Products Corp., which was recently incorporated.

William S. Jack, who was elected chairman of the board in charge of all production, said the new company's products would include:

1. Refrigerator compressors, which he claimed would weigh "less than one third of any other developed." The compressors will be adapted for air conditioning systems.
2. Fractional horsepower electric motors.
3. A portable welding outfit pack-

(Concluded on Page 25, Column 1)

Frozen Food Institute Show Opens March 27

NEW YORK CITY—Featuring a trade exposition by representatives of the frozen foods industry, numerous educational sessions, and special food freezing demonstrations, the fifth annual convention of the Frozen Food Institute will be held at the Park Ave. Armory here March 27 to 31.

The institute, according to George S. Wallace, its president, is a nonprofit corporation devoted to frozen food research which grew out of an informal study group of food research workers which first met in 1930.

Nine divisions comprise the institute, each headed by its own executive committee. These divisions are: growers, processors and packers, wholesalers and brokers, research,

(Concluded on Page 4, Column 5)

Copper & Brass Output Lowest Since 1938

NEW YORK CITY—Copper and brass output continues at low ebb with strikes hitting more and more mines and brass mills. Copper production has fallen to its lowest point since 1938, and the industry expects further drops.

Slash in production at the mines may have a pronounced effect on industry for some time as it takes from two to four months for the copper to get onto the market.

Cleveland Contractors Organize Association; Join National Group

CLEVELAND—Refrigeration Contractors here have organized an association that will be affiliated with the National Association of Refrigeration Contractors. At the initial meeting of the Refrigeration Contractors Association of Cleveland, temporary officers were elected to serve until Sept. 30, the end of the fiscal year.

The officers are: O. B. Herrick of Lighthouse, Inc., president; George Schuld of Schuld Refrigeration Service, vice president; Walter Wright of Refrigeration Contract Service Co., secretary; and Paul Decker of Paul Decker Refrigeration Service, treasurer.

Present at the organizational meeting to aid the group in starting out on the right foot was Warren Farr of Cleveland, national president of the Refrigeration Contractors group.

Plans have been made to hire a part-time executive secretary to assist in a vigorous membership drive and in plans for the big all-industry convention and show to be held here next October.

$10,000 Corporation Formed

PINE BLUFF, Ark.—L. Murtishaw, R. J. Rhinehart, and Esther D. Nixon, all of Pine Bluff, have received articles of incorporation for $10,000 capitalization, of which $4,500 is paid in, to do business as The Electric Shop, Inc.

Electric Power Equipment Corp. Promotes Moncher

PHILADELPHIA—S. C. Moncher, former member of the engineering and development departments of the Electric Power Equipment Corp., has been assigned as regional manager to cover the New York-New Jersey territory, company officials announce. The firm is manufacturer of the Green Dragon line of commercial refrigeration equipment.

Active in sales engineering since 1935, Mr. Moncher, a Harvard alumnus, is a frequent contributor to the industry's various publications, the author of several books on refrigeration, and a member of the American Society of Refrigerating Engineers.

Westinghouse Supply Shifts Sroufe to Portland Office

PORTLAND, Ore. — Ralph H. Sroufe, former manager of the Iowa Division of the Northwestern District of Westinghouse Electric Supply Co., has been transferred to this city as manager, announces Henry Czech, northwestern district manager. Mr. Sroufe will be succeeded by Robert T. Rogers at Des Moines.

A native of Port Orchard, Wash., Mr. Sroufe entered the electrical wholesaling business at Seattle in 1915. Five years later, he joined a concern which, in 1923, was acquired by Westinghouse. He served there until 1944, the last three years of which time he was district stores manager for the North Pacific District, before becoming manager at Des Moines.

Goodyear Produces First Freezer for Wilson

J. W. Wilson (left) and Ray McCune are shown inspecting Goodyear Aircraft's first farm freezer, the 25-cu. ft. "Zero-Safe." Last fall the firm made a million dollar contract with Wilson Refrigeration, Inc., to turn out the new front-opening freezer. This freezer will be produced in Akron, Ohio, in both 15 and 25-cu. ft. models, designed expressly for use in farm homes and others that demand large food freezing and storage room. The production of this item marks the first step toward reconversion to peacetime economy made by Goodyear Aircraft.

* * *

Material Shortage Bottleneck Overcome by War Plant as it Reconverts to Peacetime Production

AKRON, Ohio—First farm freezer to be built at Goodyear Aircraft under that company's recent contract with Wilson Refrigeration, Inc., of Smyrna, Del., early this month rolled off Aircraft assembly lines, with company representatives and Wilson officials both watching this highly important step in the former war plant's reconversion program.

Previously delayed because of unavoidable bottlenecks arising from the steel strike and resulting shortages of certain materials, production of the company's first peacetime products can now get into high gear, Goodyear Aircraft management believes.

Bearing the trade name of "Zero-safe," the new front-opening freezers are being manufactured for Wilson under approximately a million dollar contract signed last fall. Designed chiefly for rural homes and others requiring large food freezing and storage capacities, the farm freezer will be produced here in both a 15 and 25 cu. ft. size.

Eureka Williams Reports $47,683 Quarterly Net

DETROIT—A net profit of $47,683 after charges and federal taxes has been reported by Eureka-Williams Corp. for the quarter ended Jan. 31, 1946. This is equal to 10 cents a share on 457,070 shares of common stock.

For the six months ended Jan. 31, net profit was $137,474, or 30 cents a share. Due to the merger between Eureka Vacuum Cleaner Co. and the Williams Oil-O-Matic Corp. in June, 1945, no comparable figures were available.

Home Freezer Prices

SAFreezer Corp.

LANSING, Mich. — OPA ceiling prices were established for three models of frozen food storage cabinets manufactured by SAFreezer, Inc., here in Order 292, MPR 591. The prices are, as follows:

Model	On sales to—Distributors	Dealers	Consumers
No. 615— 6 cu. ft. ⅛ hp. condensing unit	$145	$174	$290
No. 1600 LC— 16 cu. ft.— less compressor	191	228	380
No. 1613— 16 cu. ft. ⅓ hp. condensing unit	260	312	520

Eaton Mfg. Co.

CARBONDALE, Ill. — The Eaton Mfg. Co. here has been assigned the following OPA maximum prices for its 12, 18, and 22-cu. ft. home freezers:

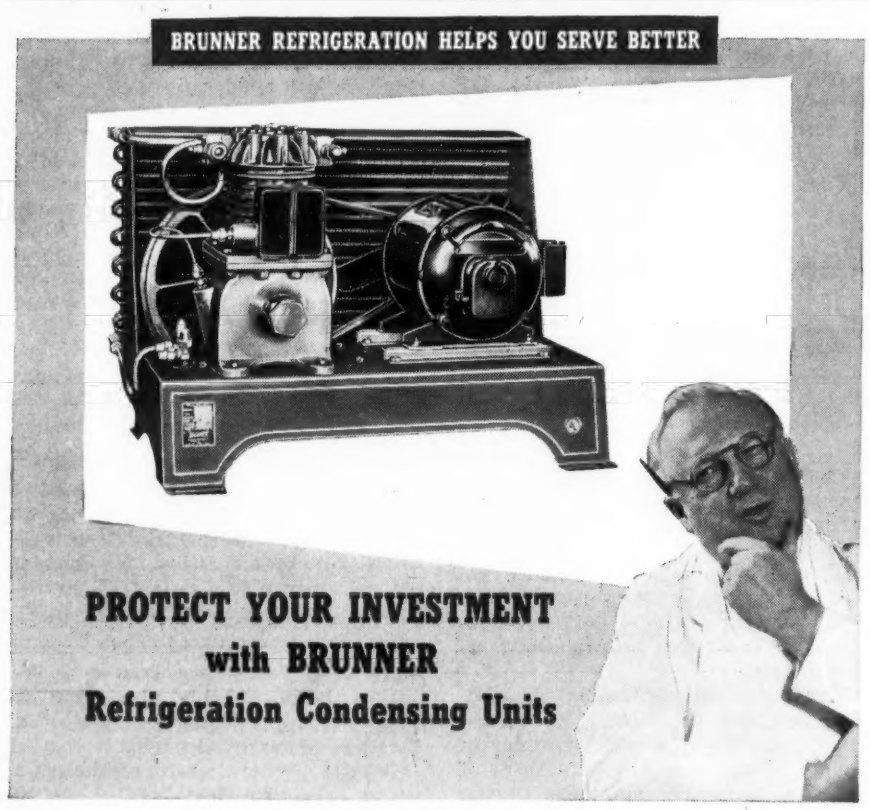
	On sales to—Dealers	Consumers
12 cu. ft. ¼ hp. condensing unit	$250	$395
18 cu. ft. ⅓ hp. condensing unit	325	495
22 cu. ft. ⅓ hp. condensing unit	375	595

Loudon Mfg. Co.

MINNEAPOLIS—The Loudon Mfg. Co. here is authorized by OPA Order 291, MPR 591, to retail their Model HL68 walk-in combination and freezer at a price not to exceed $1,250. On sales to distributors and dealers, OPA ceiling prices are $625 and $750, respectively.

Carl-Craft Co.

LOS ANGELES — Model 116DBL2 freezer manufactured by the Carl-Craft Co. here has been authorized by OPA to sell at not more than $925 to consumers, and $616 to dealers.



Buy refrigeration in the same way you safeguard any investment. Make sure the refrigeration condensing unit you buy is dependable and reliable. While the condensing unit represents a small part of the cost of the entire refrigeration equipment, it is the most important part of the whole. Brunner Commercial Condensing Units have established a reputation for advanced design, highest quality, improved efficiency, long life and economy.

More than 40 years of specialized experience in designing and producing compressors back every Brunner unit and is your guarantee of dependability and reliability. Your investment will be only a small fraction of one per cent of the value of the perishable foods protected. Whether in refrigerated food cabinets used in food processing, retail outlets, farm freezers or locker plants, Brunner Condensing Units are maintaining the Brunner reputation for reliability and economy.

Whether your requirements call for a ¼ hp. or 25 hp. condensing unit, air-cooled or water-cooled; for any commercial or industrial application; there is a Brunner Condensing Unit designed to meet them. They are all described and illustrated in the Brunner Refrigerating Equipment Catalog. Write for a free copy.

BRUNNER

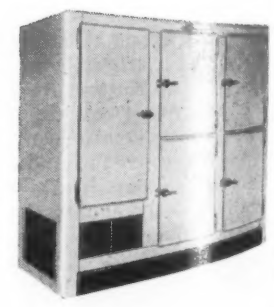
FOR MORE THAN 40 YEARS THE SYMBOL OF QUALITY

BRUNNER MANUFACTURING CO.
UTICA 1, NEW YORK, U. S. A.

hocus

pocus

might produce rabbits—
won't produce refrigerators.
Koch production is expanding
as fast as possible.
We wish some way existed now
to meet the large demand for
Koch Equipment.



KOCH refrigerators

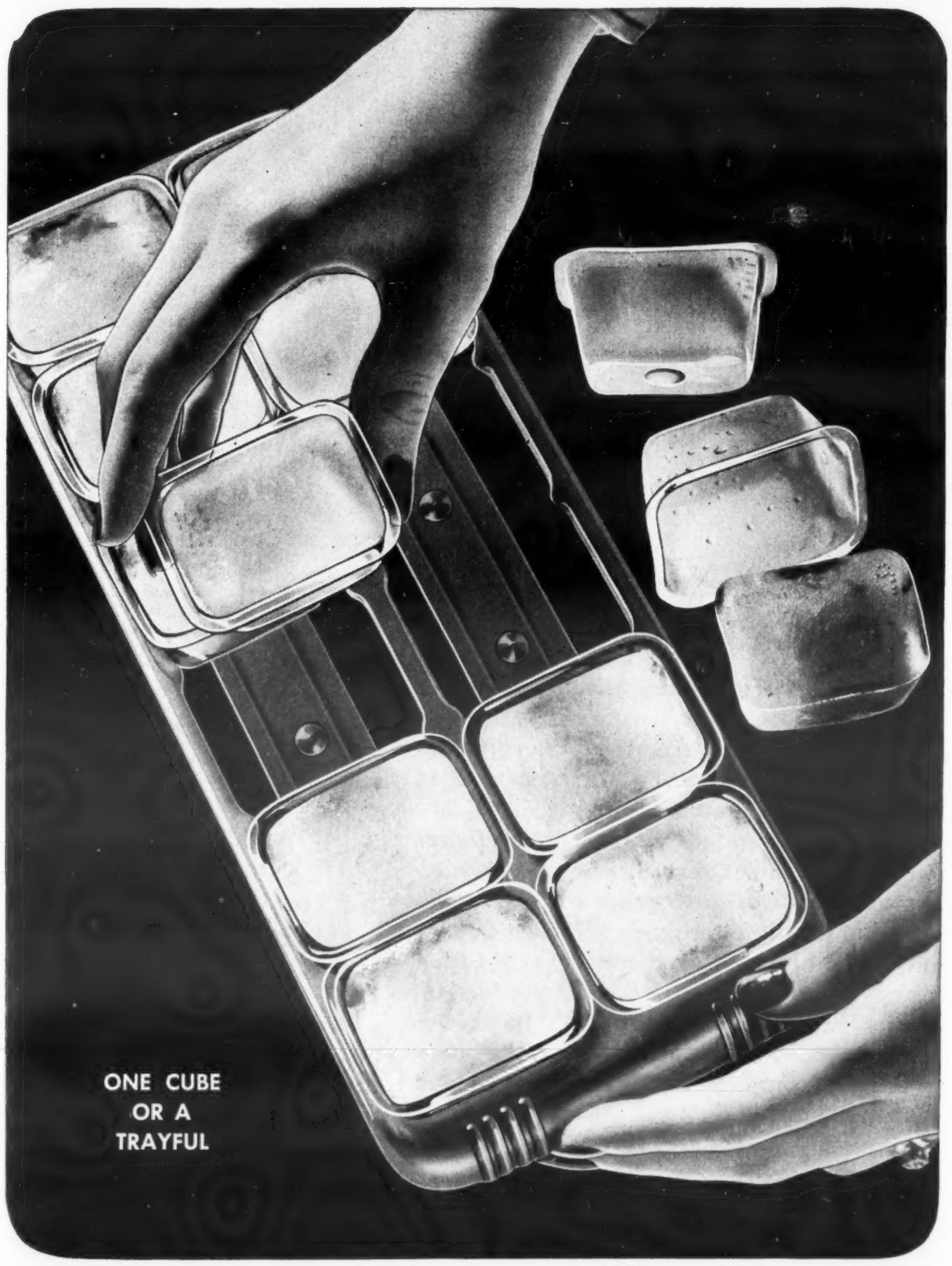
ESTABLISHED 1883
NORTH KANSAS CITY, MISSOURI

Put this in your
refrigerator and
see how you like it

ANNOUNCING

NEW "Jiffy Cube" ICE TRAY

COMPLETE WITH 12 INDIVIDUAL PLASTIC QUICK-FREEZE CUPS



Here's a Merchandising Opportunity You Can't Afford to Miss!

If you were to put this new Jiffy-Cube unit in your refrigerator, you would appreciate its sales possibilities—*immediately.*

Here's why!

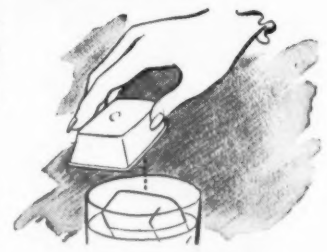
- **Jiffy-Cube ice trays freeze cubes—jiffy fast.**
- **The trays slide in and out—easily—with a minimum of sticking.**
- **The individual cubes can be "popped out" *easily*—right into a drinking glass or ice bucket.**

The plastic cup is cleverly designed and is moulded with a "dimple" on the bottom.

Press the dimple, and the cube pops out.

Think of it! No tugging or pulling! No sloshing of water! No fuss—no muss —no bother!

Have your customers been waiting for this better, more efficient ice tray? Of course, they have!



Press the dimple, and the cube "pops" out. It's just as simple as that!

Full information—on request

Why not be the first in your community to display and sell this new *Jiffy-Cube* unit?

Write, wire or 'phone for information—today.

LIBERAL PROFIT FOR YOU!

The *Jiffy-Cube* unit complete with Ice Tray and *twelve* plastic Ice Cups will be sold for $2.25 retail. Separate Cups will be offered for $1.10 per dozen.

Write for jobber or dealer discounts.

Jiffy-Cube units will be sold through department stores and home appliance shops.

Prices subject to change

Manufactured by the Standard Products Co., Detroit

THE PLASTRAY CORPORATION

FISHER BUILDING • DETROIT 2, MICHIGAN

OPA Defines 'Reseller' Of C. V. Hill Line

TRENTON, N. J.—OPA's order fixing maximum prices for refrigeration products manufactured by C. V. Hill & Co. here has been amended to clarify the term "reseller."

Amendment 1 to Order 40 under Rev. SO 119 states that "The Maximum prices for sales by any reseller of the commodities covered by this order (but not manufacturers who purchase such items for use in the manufacture of other refrigeration items) shall be his current maximum price to each class of purchaser plus the actual dollars-and-cents increase in cost resulting from the increase granted the manufacturer . . ."

The amendment then rules that "A seller shall not be considered a 'reseller' within the meaning of this paragraph when he uses the products covered by this order on or in connection with the sale of another article and his maximum price for that product and the other article shall be established on the basis of a lump sum."

Traulsen Gets Prices On Stainless Steel Unit

LONG ISLAND CITY, N. Y.—Traulsen & Co., Inc., manufacturer of stainless steel refrigerators here, has received OPA price ceilings on their Model RHT-16 unit. On sales to distributors, dealers, and consumers, the permitted prices are $385, $450, and $750, respectively, OPA declared.

The above prices are subject to the usual discounts and allowances.

Grant Heads Consolidated Water Cooler Divison

MT. VERNON, N. Y.—Reg Grant has been appointed general manager of Consolidated Conditioning Corp.'s newly formed water cooler division, announces C. L. Fink.

In line with the postwar expansion plans of the company, this division will engage in the sale and rental of water coolers and water purifying equipment, and will handle the Cordley-Hayes line of coolers for which Consolidated has been appointed factory distributor.

Mr. Grant was sales supervisor for the Boston Water Purifier Co. during the last 10 years.

Prior to that time he was for six years associated with the Charles E. Hires Co.

Isotherm, Refrigeration, Air Conditioning Co., Started

BAKERSFIELD, Calif. — The Isotherm Co. is the firm name under which Rowell Smith, recently separated as a naval lieutenant; his brother-in-law, former navy machinist's mate Edward E. Powell; and E. H. Greene, formerly an aircraft company designer, have established themselves as air conditioning and refrigeration engineers at 1211 Twenty-first St., Bakersfield.

B. & C. Electric Co. Formed

ENID, Okla. — A. C. Cornelsen, Pacific war veteran and A. D. Barton, have opened the B. & C. Electrical Co. here, handling a complete line of electrical appliances.

Frozen Food Institute--

(Concluded from Page 1, Column 4)

engineering, transportation, storage, retail, and consumers.

Membership of the institute cannot be revealed, according to Dr. G. Hodges Bryant, chairman of the board.

"The logic behind this is based on the fact that over the years of this organization, especially in its earlier stages, we would release such a list of names and find that our members were deluged with solicitations of all types," declared Dr. Bryant. "Therefore, a resolution was passed at the last convention restraining us from releasing a list of our members."

Among the firms who will participate in the exposition during the convention are Deepfreeze Division, Motor Products Corp.; Frigid Freeze; Fruehauf Trailer Co.; U. S. Thermo Control Co.; Weber Showcase & Fixture Co.; Refrigeration Corp. of America; Federal Telephone & Radio Corp.; Hygrade Food Products Corp., and others, according to Dr. Bryant.

These exhibitors will display various types of home and farm freezers, commercial freezing and storage equipment for frozen foods, retail frozen food cabinets, truck refrigeration units, and other items in the frozen food field.

No program of the educational sessions has been outlined by the institute, but a lengthy list of speakers has been announced. Included are Dr. Wm. C. Ockey, associate director of the food distribution programs branch, production and marketing administration, U. S. Department of Agriculture; Dr. Wm. C. Skelley, research specialist in animal husbandry, Rutgers university.

I. A. Dougherty, extension economist in marketing, University of New Hampshire; F. J. Perry, marketing service, Department of Agriculture, Dominion of Canada; Miss Margaret E. Bicknell, director of home economics, Deepfreeze Division, Motor Products Corp.

Dr. J. C. Bauernfeind, director of applied nutrition, Hoffman-La Roche, Inc.; Dr. A. A. Jonhson, founder and first president of the New York State School of Applied Agriculture; H. G. Godshall, past president of the Pennsylvania Frozen Food Locker Association; and Ray W. McMullen, consulting refrigeration engineer.

A homemaker's institute will also be held in conjunction with the Frozen Food Institute's convention by the consumer members of the organization, stated Mr. Wallace.

Modern appliances and furniture will be highlighted, as will displays of frozen foods, but the principal display feature will be a pre-fabricated house.

A special demonstration of food freezing by liquid air will be put on for the public by the institute five times a day during the convention. Steaks, chops, and fish will be frozen and then cooked, with samples to be passed out to the on-lookers.

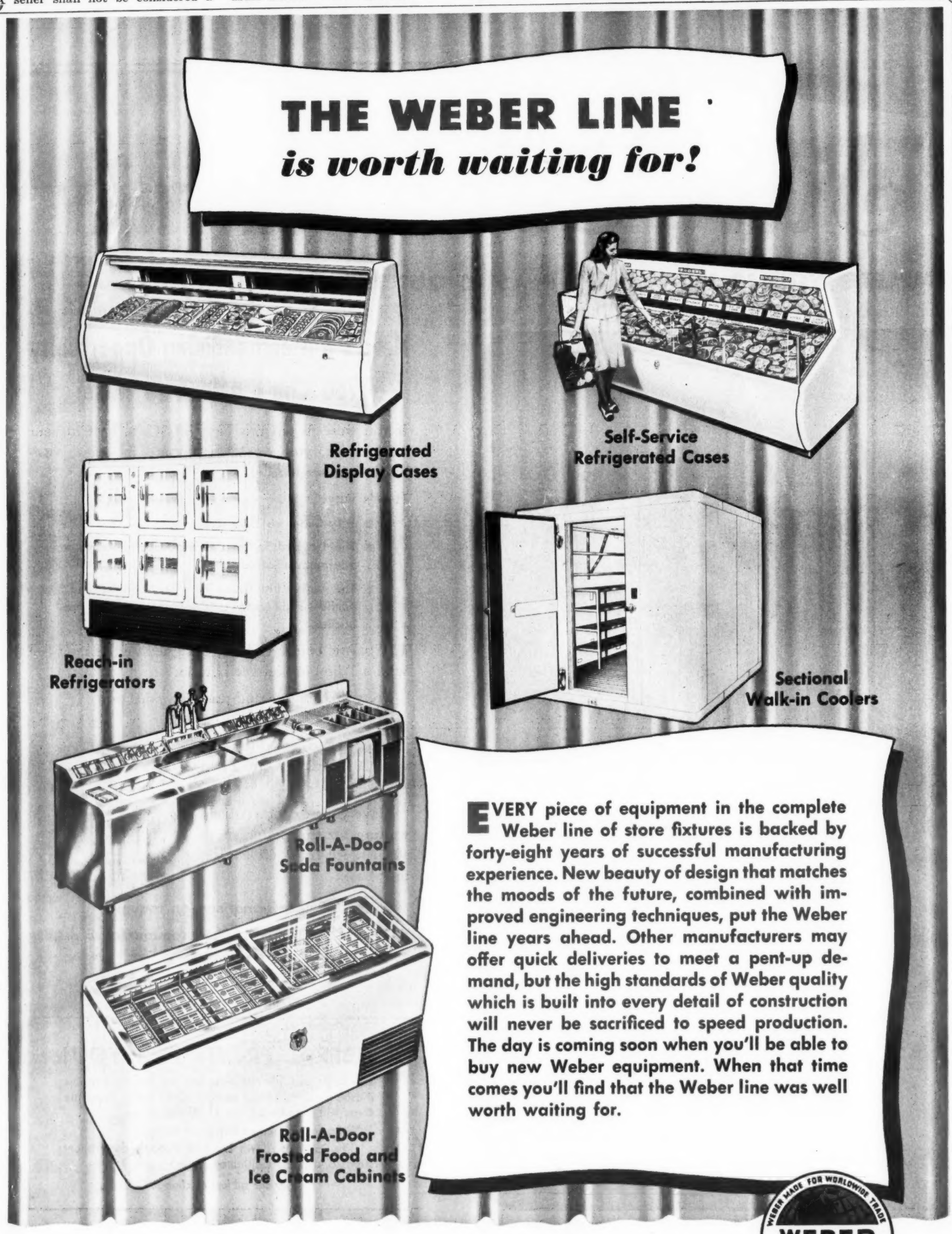
To show some of the facts brought out in research conducted by the institute during the past months on liquid air freezing, a live fish will be frozen and brought back to life as part of these demonstrations, it was announced.

U.S. Finance Tax Branch To Aid Small Business

CHICAGO—To help the small businessman obtain capital and trade credit and solve his tax troubles, the U. S. Department of Commerce has set up a finance and tax problems branch of the Office of Small Business.

Speaking at a dinner meeting of the Tool & Die Institute, J. C. Dockery, of the Office of Small Business, pointed out that one of the principal difficulties in studying small business taxation has been the fact that such businesses publish no annual reports nor other adequate financial data.

If small businessmen interested in the solution of tax problems furnish the Department of Commerce with facts about their own individual cases, the new agency will be able to "give small business adequate representation in the formation of tax policy and assist in bringing about finance and tax conditions which would be friendly to the development of smaller business enterprise," Mr. Dockery declared.


THE WEBER LINE
is worth waiting for!
Refrigerated Display Cases
Self-Service Refrigerated Cases
Reach-in Refrigerators
Sectional Walk-in Coolers
Roll-A-Door Soda Fountains
Roll-A-Door Frosted Food and Ice Cream Cabinets
EVERY piece of equipment in the complete Weber line of store fixtures is backed by forty-eight years of successful manufacturing experience. New beauty of design that matches the moods of the future, combined with improved engineering techniques, put the Weber line years ahead. Other manufacturers may offer quick deliveries to meet a pent-up demand, but the high standards of Weber quality which is built into every detail of construction will never be sacrificed to speed production. The day is coming soon when you'll be able to buy new Weber equipment. When that time comes you'll find that the Weber line was well worth waiting for.
WEBER MADE FOR WORLDWIDE TRADE
WEBER
SHOWCASE & FIXTURE CO. INC. LOS ANGELES
EST. 1898

PLAN YOUR FUTURE WITH **WEBER** *TIME-PROVED EQUIPMENT*

WEBER SHOWCASE & FIXTURE CO., INC., 5700 AVALON BLVD., LOS ANGELES 54, CALIF.

LOS ANGELES • EL PASO

Write us for the name of your nearest dealer.

A Little Masterpiece of Precision Cold Control

ALCO EVAPOTROL

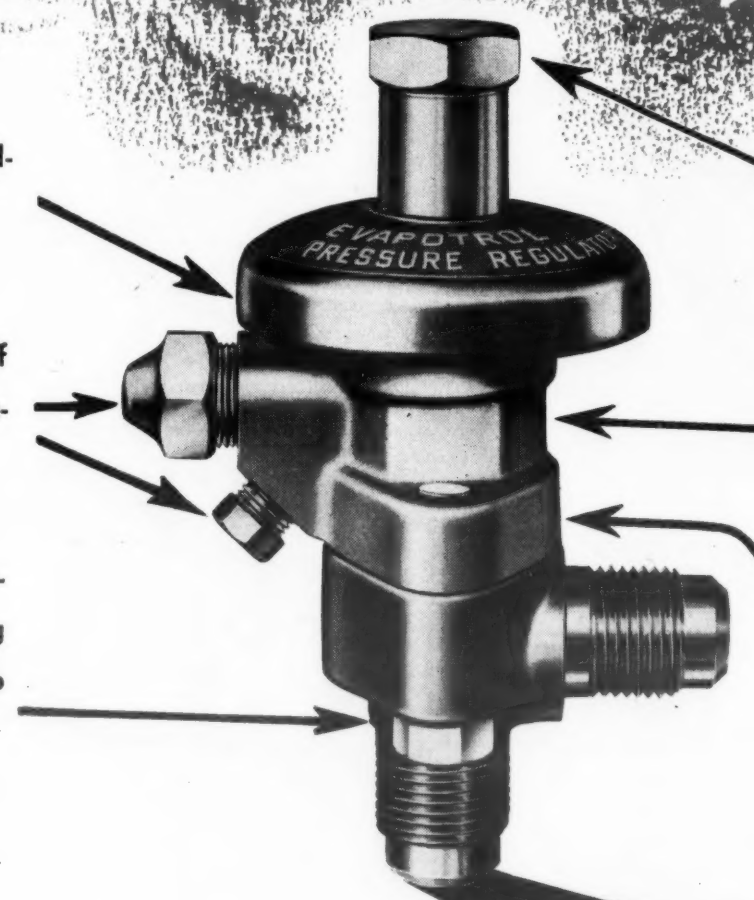
"Vest Pocket"

EVAPORATOR PRESSURE REGULATOR

Simple, compact, lightweight — the Alco Evapotrol is expertly engineered for smaller installations:

- to prevent freezing in beverage and water coolers
- to take advantage of maximum evaporator capacity
- for accurate control of a single evaporator in a multiple system—by maintaining constant evaporator pressure, independent of fluctuations in suction pressure or load.

Bulletin 760 will bring you detailed data on Evapotrols with flare or solder connections; for larger regulators request Bulletin 179.



Atomic-hydrogren welded power assembly.

Built-in manual shut-off valve for gauge connection.

Internal mechanism easily removed for cleaning by removing two cap screws.

Completely moisture-proof pressure adjustment.

Minimum number of moving parts.

Tight seating, oil-resistant composition seat.

Designers and Manufacturers of Thermostatic Expansion Valves; Pressure Regulating Valves; Solenoid Valves; Float Valves; Float Switches.

ALCO VALVE CO.

853 KINGSLAND AVE. • ST. LOUIS 5, MO.

Lindemann, Hoverson Co. Range Ceilings Raised

MILWAUKEE — A. J. Lindemann & Hoverson Co. here has been permitted to increase ceiling prices for electric ranges up to 4.73%, pursuant to sections 15 and 16 of Revised Supplementary Order No. 119 issued by OPA.

Ceiling prices for sales in each zone by retail dealers to consumers were fixed, as follows:

	Ceiling prices for sales to ultimate consumers			
Model	Zone 1 Each	Zone 2 Each	Zone 3 Each	Zone 4 Each
8800 B	$107.50	$110.25	$112.50	$114.95
8804 BX	135.25	137.95	140.25	142.95
8850 C	224.95	229.50	233.50	237.75
8810 B	154.75	157.75	159.50	163.25
8811 B	174.25	176.95	179.75	182.50
8808 B	238.75	241.95	244.75	247.75

If any items of optional equipment are added, either in sales to retail dealers or to ultimate consumers, no amount greater than that shown may be added to the price.

Ceiling prices listed for sales of optional equipment to retail dealers include the Federal excise tax, and are subject to each seller's customary terms, discounts, allowances, and other price differentials.

Model	Quantity	Zone 1 Each	Zone 2 Each	Zone 3 Each	Zone 4 Each
8800 B	1 to 4	$ 69.99	$ 71.70	$ 73.11	$ 74.64
	5 or more	67.48	69.13	70.48	71.95
8804 BX	1 to 4	88.06	89.75	91.19	92.87
	5 or more	84.91	86.53	87.91	89.53
8850 C	1 to 4	146.50	149.34	151.84	154.50
	5 or more	141.27	144.00	146.40	148.95
8810 B	1 to 4	100.88	102.75	103.85	106.19
	5 or more	97.29	99.09	100.14	102.39
8811 B	1 to 4	113.41	115.10	116.85	118.57
	5 or more	109.36	110.98	112.66	114.31
8808 B	1 to 4	155.44	157.44	159.19	161.06
	5 or more	149.88	151.80	153.48	155.28

For sales of optional equipment to consumers, ceiling prices listed include the Federal excise tax, delivery, a one-year warranty, and installation with connection to electric facilities to be provided by the purchaser.

If a "pigtail" (range cord) is necessary and is furnished by the retail dealer, $3.50 may be added to the OPA retail ceiling price.

The remaining ceiling prices are subject to the seller's customary terms, discounts, allowances, and other price differentials.

Optional Equipment	Sales to Retail Dealers	Sales to Consumers
8E handy cooker	$7.00	$10.75
613 multi speed units	5.54	8.50
622-9 multi speed units	7.49	11.50
631 single coil multi speed unit	5.54	8.50
632-9 single coil multi speed unit	7.49	11.50
88 brass coil	8.44	12.95
S47 glass door—installed	3.88	5.95
S47 glass door—separate	9.45	14.50
Solid door—separate	4.90	9.25

Ceiling prices for sales in each zone by wholesale distributors to retail dealers were fixed, as follows:

* * *

Ceiling prices for sales to retail dealers			
Zone 1 Each	Zone 2 Each	Zone 3 Each	Zone 4 Each
$ 69.99	$ 71.70	$ 73.11	$ 74.64
67.48	69.13	70.48	71.95
88.06	89.75	91.19	92.87
84.91	86.53	87.91	89.53
146.50	149.34	151.84	154.50
141.27	144.00	146.40	148.95
100.88	102.75	103.85	106.19
97.29	99.09	100.14	102.39
113.41	115.10	116.85	118.57
109.36	110.98	112.66	114.31
155.44	157.44	159.19	161.06
149.88	151.80	153.48	155.28

OPA Prices Kelvinator Electric Water Heaters

DETROIT—Six models of electric water heaters distributed by Nash-Kelvinator Corp. here under the trade names of Kelvinator or Leonard were priced for sales to consumers at the following levels by OPA:

Model numbers:	
KS 30 or LS 30—30 gallon electric water heater—single element	$ 76.20
KS 50 or LS 50—50 gallon electric water heater—single element	95.35
KS 80 or LS 80—80 gallon electric water heater—single element	123.95
KS 30D or LS 30D—30 gallon electric water heater—double element	85.75
KS 50D or LS 50D—50 gallon electric water heater—double element	104.75
KS 80D or LS 80D—80 gallon electric water heater—double element	133.20

Maximum net prices, not including federal excise taxes, for sales to "service dealers" are:

Model numbers	On shipments of—1 to 4 heaters, inclusive	5 or more heaters
KS 30 or LS 30	$49.82	$46.62
KS 50 or LS 50	62.37	57.37
KS 80 or LS 80	81.07	74.57
KS 30D or LS 30D	56.07	52.47
KS 50D or LS 50D	68.56	62.97
KS 80D or LS 80D	87.02	80.02

For sales to distributors in carload quantities, the maximum net delivered prices were listed by OPA as:

Model numbers:	
KS 30 or LS 30	$40.89
KS 50 or LS 50	49.37
KS 80 or LS 80	64.17
KS 30D or LS 30D	45.27
KS 50D or LS 50D	54.17
KS 80D or LS 80D	68.82

Multiple Consumer Orders Serve to Falsify Electrical Appliance Sales Potential

Aggressive Selling Campaign Must Keep Pace with Production, Says Executive

NEW YORK CITY—Expected demand for electrical appliances may resolve itself into a balloon, whose shadow is much greater than its substance, was the warning sounded here by R. M. Oliver, vice president and general manager of Proctor Electric Co., Philadelphia.

Explaining that his opinion was based on a personal trip throughout the country, and on surveys taken at wholesale, retail, and consumer levels, Mr. Oliver declared that the illusion of prodigious demand has been caused by hundreds of individual consumers who have placed orders for one appliance with as many as 12 dealers. The dealers, relaying these demands through wholesalers, and they, in turn, appealing to manufacturers for vast quantities of merchandise, have all contributed to an inflated, misleading structure, he said.

Mr. Oliver's views were expressed to the press preceding a closed dinner meeting held by the Proctor company to caution its New York area distributors that the art of selling must not be forgotten in the era of reconversion, and to inform them of probable 1946 production and preview models to be announced next year. The meeting here was one of a coast-to-coast series.

PRODUCTION CAPACITY

"I am convinced that the ability of appliance manufacturers to produce is far in excess of the ability of the market to consume," Mr. Oliver said. "I feel further that it would be dangerous to our economy if every manufacturer proceeded on the basis that there is an unlimited market in the appliance field.

"We have to watch many factors for true signs of demand. In the first place, there are now two to three times as many electrical dealers as there were in 1941—and in 1941 only 20 to 30% of the existent dealers were operating what we would term a truly profitable business.

"All the new dealers are naturally anxious to sell, and they are accepting orders. What many people don't realize is that single consumers are placing orders for one appliance with many dealers—often as many as 12.

"Not long ago I had it brought to my attention by one dealer that of 25 women who had ordered electric irons of a certain type only six of them actually wanted the iron when the dealer called and said it was in and he was ready to send it over. The others reneged."

Proctor's production was termed "satisfactory" by Mr. Oliver. He said his firm was not troubled with any shortages at this time "but the real effect of the steel strike will be felt in two or three months."

In addressing the meeting of distributors, Oswald McCarthy, western sales manager of the firm, warned that both labor and production management are failing to recognize the function of selling as a major factor in reconversion and economic growth.

Mr. McCarthy said that except for material shortages, which may be occasioned by the steel strike, Proctor's 1946 production "will be far in excess of its peak prewar year." Emphasizing that virtually every other prewar manufacturer could tell the same story, he warned that to this vast production potential must be added that of many newcomers in the electrical appliance field. He envisioned a national productivity of two and a half to three times that of any prewar year, and added that this production capacity is not confined to the electrical industry.

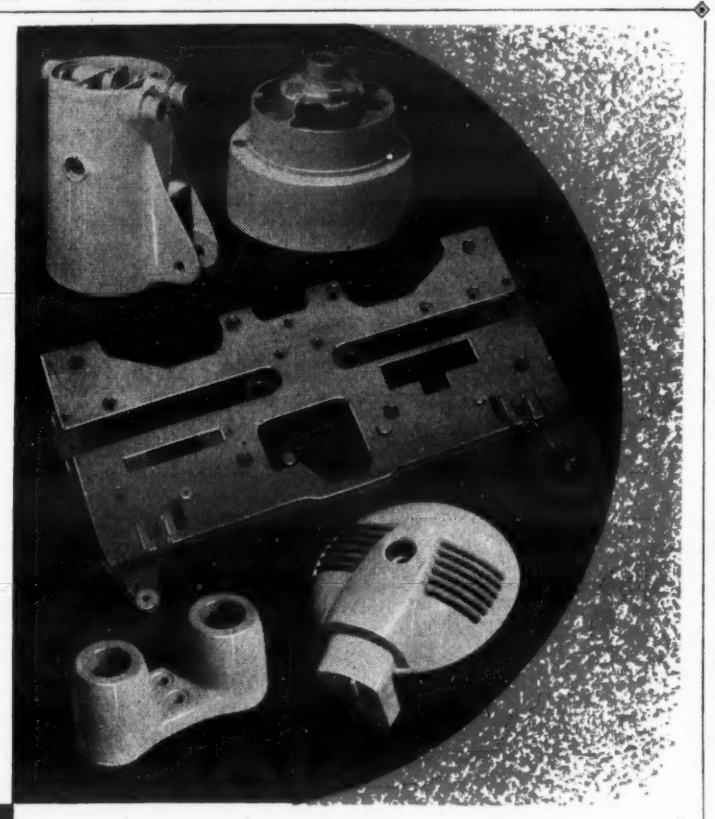
ABILITY TO SELL

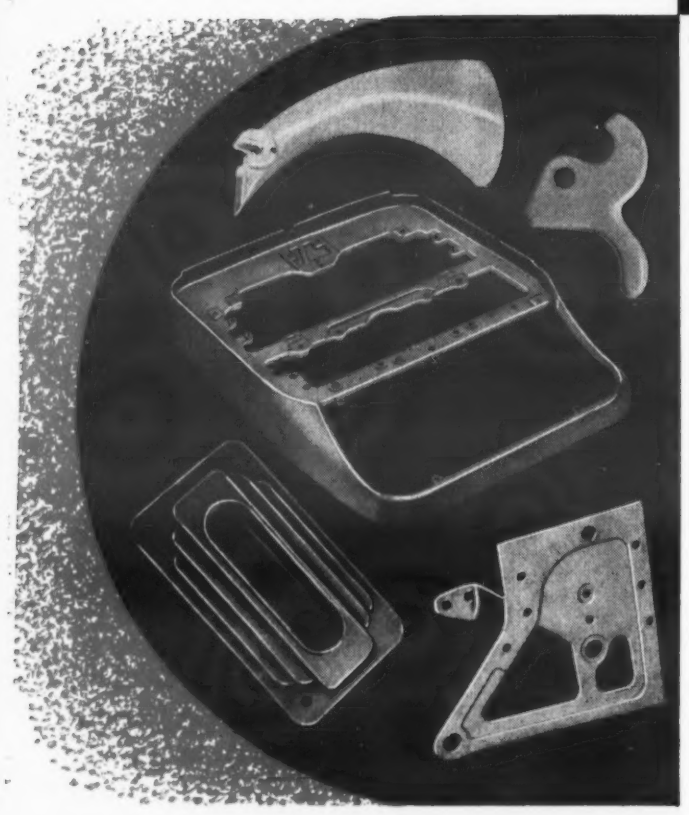
"An electrical appliance is not sold until it is in the home of a consumer delivering full measure of user-satisfaction," Mr. McCarthy declared, "and the step between the factor production line and the user is a long one. No one will question the ability of our factories to produce. What we have not demonstrated is our ability to sell all we can make. This means advertising, merchandising, aggressive effort on the part of wholesaler and retailer as well as factory.

"Pentup markets, huge consumer demand, dammed up purchasing power, are fancy phrases that are largely sheer, unadulterated bunk. Three to five dealers exist today for every one the market will support. Similar percentages apply to wholesalers. All are clamoring for merchandise. Factory sales forecasts, based on this synthetic demand, have no ceilings and are utterly false . . . It's about time we got down to earth and realized that two-fisted selling must precede the mass-selling we are counting upon. The time to start that selling job is now and not after the bottom has dropped out of the market."

BONDERIZING *protects*

ZINC and ALUMINUM as well as Iron and Steel





In addition to providing rust-inhibiting and paint-holding qualities on the sheet steel of automobiles, refrigerators, washing machines, air-conditioning equipment and many other products, Bonderizing is adapted to finishing zinc or aluminum die cast parts. Bonderizing produces on zinc or aluminum a typical phosphate coating that assures paint adhesion and checks the development of white corrosion.

It neutralizes the chemical reaction between metal and paint; prevents chipping or peeling and the spread of corrosion around scratch or mar. Bonderizing aids materially in product improvement and customer satisfaction.

PARKER RUST PROOF COMPANY
2170 E. Milwaukee Ave. • Detroit 11, Michigan

BONDERIZING Holds Paint · PARKERIZING Inhibits Rust · PARCO LUBRIZING Retards Wear

PARKER PRODUCTS CONQUER RUST

PUBLICATION SOON!

The indispensable reference for HOUSEHOLD REFRIGERATION DEALERS

*Trade-in values now in process of computation

ORDER YOUR NEW 1946 STANDARD REFRIGERATOR TRADE-IN MANUAL & DEALER GUIDE Now!

Detailed specifications and actual photographic reproductions of over 1000 of the key refrigerator models sold since 1928 including the new 1946 models. Arranged and indexed for quick reference. More than 2000 authoritative trade-in valuations shown—appraisals impartially established by experts in the refrigerator field.

Protect your profits—Be prepared with sound trade-in estimates. *Order this compact pocket size (5x7) complete reference manual today!*

Bookbound in durable green cloth binding—256 pages of solid, useful information—*only $5 a copy*

A limited edition will be published before May. Write for quantity discounts on 100 or more copies.

STANDARD REFRIGERATOR TRADE-IN MANUAL CO.
503 West 43rd Street, New York 18, N. Y.

Please send me _____ copies of the TRADE-IN MANUAL at $5.00 each.

NAME _____

STREET ADDRESS _____

CITY _____ ZONE _____ STATE _____

Check or Money Order Enclosed ☐ Send C.O.D. ☐

Parts Wholesalers News and Views

Hiner Supply Opens In Charleston, W. Va.

CHARLESTON, W. Va. — Hiner Refrigeration Supply Co., Inc., wholesaler for refrigeration, air conditioning, and heating parts and supplies, has opened at 3 Washington St., W., here, announces E. F. Hiner, Jr. The outlet will serve southern West Virginia and the Tri-state area.

Wade A. Smith, recently released after four years in the armed forces, is manager.

Refrigeration Equipment Co. Buys Property In K.C.

KANSAS CITY, Mo.—Expansion is under way here at Refrigeration Equipment Co., wholesaler of refrigeration and air conditioning supplies, with the lease and purchase of additional property on Grand Ave., company officials announce. Following the leasing of the front section of a building occupied by SKF Bearing Co. and the purchase of adjoining property, the firm has begun construction of a new warehouse to add 2,500 sq. ft. of floor space.

Long Island Wholesaler Gets Larger Quarters

JAMAICA, N. Y.—Wholesale Distributors, Inc., representing major refrigeration supply manufacturers, recently moved into a larger building here from Rego Park, Long Island, announces Murray Bergman. The new location is 150-19 Liberty Ave.

Jack Greendlinger, formerly of Harry Alter Co., and Irving Bachrach, U. S. Navy veteran, have been added to the sales staff, the announcement said. Countermen are: William Evenchick, Alex Howell, and Lester Evans.

Tempco Supply Co. Plans Move This Spring

CHICAGO—Plans for moving to a new location are being completed here by Tempco Supply Co., wholesaler and distributor of refrigeration and appliance equipment parts, supplies, accessories, announces F. A. Rittle, general manager. The firm, he said, intends to move into a building at 1111 W. Jackson Blvd. on or about May 1. Mr. Rittle recently acquired controlling interest in the company.

Humphries Supply Co. Formed In Monroe, La.

MONROE, La. — The Humphries Refrigeration Supply Co., a new refrigeration parts and supplies wholesaler, has recently been formed here by Ivan S. and Bruce B. Humphries. The latter has been associated with the Motor Supply Co., of Monroe, for more than 12 years.

Schulz Is Vice President Of Gordon Lozier Co.

OMAHA, Neb.—E. L. Schulz of Cleveland, consulting engineer, has been appointed vice president of the Gordon Lozier Co. here, according to Gordon Lozier, president, and will be in charge of air conditioning and industrial and commercial refrigeration engineering and sales.

Ballard & Somr Start Firm

LOS ANGELES—Ballard & Somr Refrigeration Co. is the firm name under which Eugene H. Ballard and Frank Somr have published a certificate that they are conducting business at 3239 Cahuenga Blvd. here.

Stainless Steel Price Is Increased 8.2%

PITTSBURGH—Allegheny Ludlum Steel Corp., one of the major independent producers of stainless steels, is increasing immediately the price of stainless steel by 8.2%. This increase is equivalent to that granted to steel producers in the average realized price of all steel products as recently announced by OPA.

Ceiling prices on stainless steel were suspended in October, 1945, but this is the first price advance made on this product to offset the large increases in material and labor costs affecting stainless steel which have occurred in recent years, culminating in the 18½ cent increase in wages, a company spokesman said.

Vancouver Firm to Make J & E Hall Units

VANCOUVER, B. C., Canada — Vancouver Engineering Works, Ltd., has arranged for the manufacture in Vancouver, B. C. of the products of the English firm of J. & E. Hall, Dartford, Kent. These products will be manufactured at the company's Vancouver plant for sale in British Columbia and on the prairies.

Results of conferences at Vancouver between the Vancouver company executives and Col. Eric Rook, representing J. & E. Hall, Ltd., are an arrangement under which Vancouver Engineering Works will manufacture the J. & E. Hall, Ltd. line of custom built refrigeration equipment, lockers, air conditioning and cooler systems, and commercial elevators and escalators.

Its trade-name "Hallmark" has a place of prestige in world markets, reports D. D. Miler, sales manager, Vancouver Engineering Works. Agencies of the firm are located in British West Indies, South Africa, Australia, and New Zealand.

Cowans Will Specialize On Reconditioning

FRESNO, Calif. — Cowan's Appliance Service, specializing in reconditioning refrigerators, has been opened at 964 "P" St., Fresno, Calif., by Robert Cowan who has spent 14 years as a refrigeration and appliance service man with two of Fresno's leading stores.

Manufacturers of COMMERCIAL REFRIGERATION

LA CROSSE EQUIPMENT

Look for the "LACROSSE" emblem for Assurance of Quality and Performance.

Walk-in, Beer Dispensing and Beverage Coolers

BLUE RIBBON FARM MILK COOLERS

LA CROSSE COOLER CO.
LA CROSSE, WISCONSIN
Formerly La Crosse Novelty Box Mfg. Co.

Complete Line of
HERMETIC
Self-Contained OPEN TYPE and REMOTE TYPE
Refrigerating Units
⅛ TO 20 H.P.

UNIVERSAL COOLER
MARION OHIO — BRANTFORD ONTARIO
WE SELL TO MANUFACTURERS ONLY
UNIVERSAL COOLER CORPORATION
Makers of Refrigeration since 1922

THANK YOU KINDLY, SIR!
We at PEERLESS are delighted with the warm reception given our products upon reconversion from war production to manufacture of our peacetime products. We take pardonable pride in the evidence that PEERLESS products have unquestioned prestige in the refrigeration field. And we feel a responsibility to maintain that prestige by making PEERLESS products better than ever. The refinements developed during wartime are not the end of the story!
Research at PEERLESS continues in order to bring to YOU the products which make YOUR installations SUPERIOR.
SOLD THROUGH LEADING REFRIGERATION SUPPLY JOBBERS
ICE CUBE MAKER
ICE CUBE MAKER
FIN COIL
FLASH COOLER
OFF-CENTER COIL
EXPANSION VALVE
PEERLESS CAPACITY BOOSTER
CAPACITY BOOSTER
PEERLESS
PEERLESS OF AMERICA, INC.
Executive and General Sales Offices
333 NORTH MICHIGAN AVENUE, CHICAGO 1, ILLINOIS, U. S. A.

Jones Analyzes Market for Commercial Units, Sees Million-a-Year Potential

By G. S. Jones, Jr., Vice President, Servel, Inc.*

I have read with a great deal of interest several articles written lately by Prof. H. E. Babcock of Cornell School of Agriculture. Primarily, the purpose of Prof. Babcock's activities is to promote the case for agriculture by pointing out how more food should be used for better nutrition among the people of this country and of the world. A large part of his program suggests the transfer of grain and vegetable matter to meats.

To those of us in the refrigeration business this would require a tremendous increase in the use of refrigerating equipment. As a matter of fact, Prof. Babcock refers to his plan as the "Ever Normal Refrigerator."

I mention this fact because as we approach postwar markets we must take into consideration the tremendous expansion of known uses and the great possibilities in new or little known uses for refrigerating equipment. For the purpose of this discussion I am going to confine my remarks entirely to the 5 hp. and under range of applications.

Let's get rather quickly over the statistical part of this discussion. Somewhere between the stratospheric volume that is discovered by simply adding up all the orders that are floating around trying to find a taker and the ultra-conservative viewpoint that we should base our program on prewar facts, we will find the truth of this situation.

It is my considered opinion that anything less than double the prewar volume is overly pessimistic; and based on the conservative figure of 500,000 sales per year, prewar, our long run plan should contemplate nothing less than one million.

The immediate market may be another thing. Here again we have to strike a compromise. A compromise between the desire of manufacturers to fill the orders that are being offered them and their inability to establish facilities and be assured of the securing of material to supply those orders.

It will probably be some time before the rate of one million per year is actually accomplished, and it is my sincere hope that for the good of the industry in the long run, this capacity is not considerably exceeded.

More specifically, it is rather obvious that our markets that lie in the future break into three rough classifications:

No. 1. The replacement market
No. 2. Modernization programs
No. 3. Establishment of new business

While consideration must be given to the so-called pent up demand, I think it should be spread over the above three categories. For instance, I think there might be somewhere between 200,000 and 300,000 condensing units that should have been replaced during the four war years, and that will be replaced just as soon as the product is available.

This phase of the replacement I identify as that market to replace condensing units that have actually become too inefficient to continue in operation. Furthermore, this so-called pent up demand should make itself felt in the field of obsolescence. Improved efficiency of condensing unit design will justify the replacement of many condensing units which might not be exactly worn out.

And finally, this pent up demand makes itself felt in that area of new businesses which obviously would have been established during these years had we not been engaged in the war effort.

The most interesting phase of this study, of course, has to do with the establishment of new businesses, and I'll include in new business those industries that had just gotten started and in which no appreciable volume had been created prior to the war. Included in this list we would find:

1. Home and farm freezers
2. Room coolers and air condition-

(Concluded on next page, Col. 1)

*Given before a joint meeting of Refrigeration Equipment Manufacturers Association and Refrigeration Equipment Wholesalers Association in Chicago, March 6, 1946.

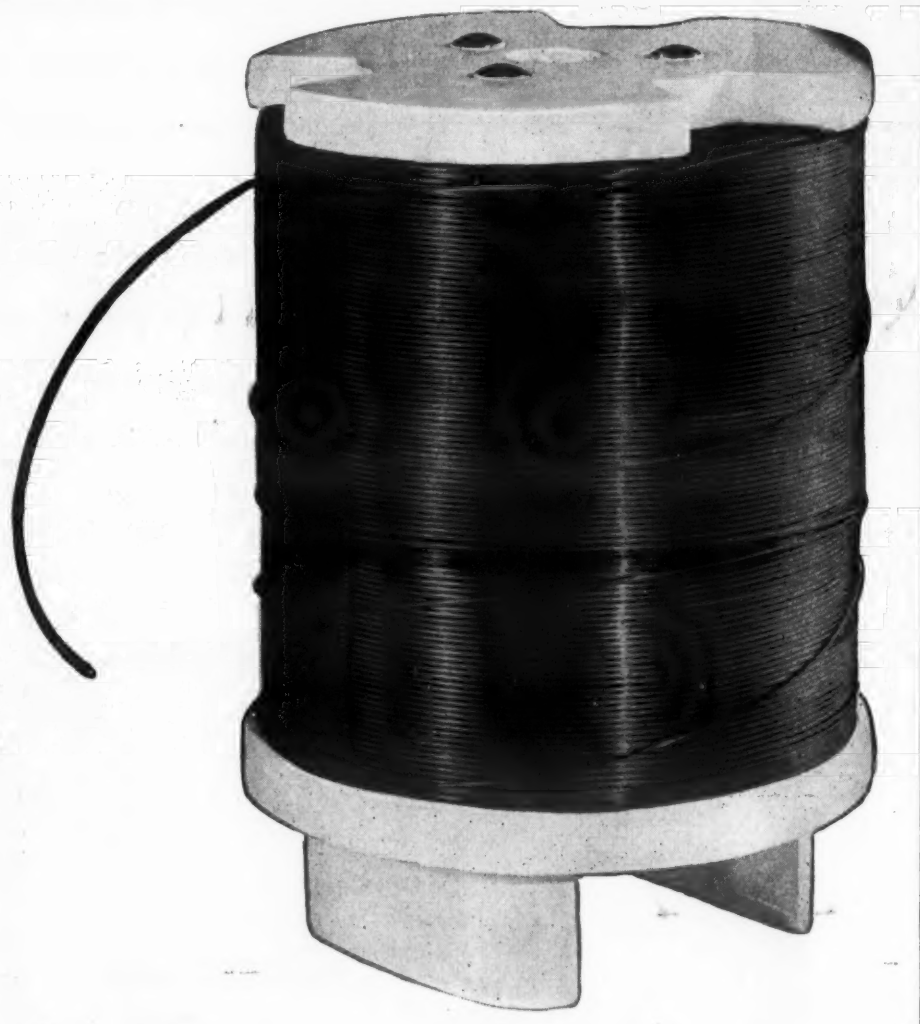
Manufacturers and Parts Wholesalers Meet In First Postwar Conference

Two who traveled to the meetings from the West Coast meet two of the fairer representatives of the industry. Wyatt R. Brown (left) of the Wyatt R. Brown Co., San Francisco, and Pete Askew of Thermo Products, Los Angeles, meet Miss Mary Silvers of Detroit Lubricator's Chicago office, and Mrs. Robert Gennett of Refrigeration Supply Distributors, Birmingham, Ala. Cameraman here was Irving Alter.

Comparing viewpoints from two different sections of the country are Arnold Dessau and John J. Marshall, Melchior, Armstrong, Dessau Co. and Mr. and Mrs. Frank Langsenkamp, F. H. Langsenkamp Co., Indianapolis.

Either by design or accident Cameraman Austin Jones of Kerotest Mfg. Co. caught an interesting group in this picture—for it includes three former managers of the Refrigeration Division of Mills Industries, and the present manager. Left to right are Ray Polley, Ansul Chemical Co.; F. E. "Jerry" Jernberg, head of Minneapolis Showcase & Fixture Co.; Sterling Smith, general sales manager of Baker Ice Machine Co. (all former managers), and Harry Hedrick, the present manager of the Mills Refrigeration Division.

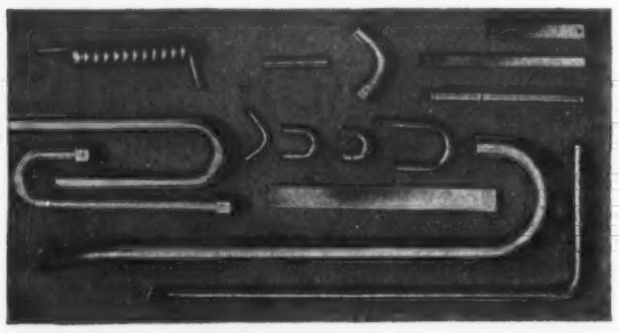
Two parts and supply wholesalers meet up with a battery of "on the job" representatives of Automatic Products Co. in the company's conference booth. Left to right are C. W. Dennis, Dennis Refrigeration Supply, Sioux City, Iowa; Douglas Marshall, Tom Phillips, A. L. Neva, Del Moerick, and Don Tmey all of A-P, and Frank Pond, Refrigeration & Industrial Supply Co., Minneapolis.



An example of Seamless Tubes in long lengths

.075" O.D. x .025" I.D. x half a mile long!

Seamless copper tubes in long lengths with clean, smooth inside and outside surfaces have many practical applications and advantages. They are used for coaxial or gas-filled cables, and for oil, air, capillary or instrument tubing where continuous, unjointed lengths are desirable.



Fabricators of equipment using tubes as component parts can eliminate waste and reduce set-up and handling costs by using compact, long-length coils, instead of short coils or straight lengths.

The coil illustrated is copper, approximately 3,000 feet long and made from a single billet. Other sizes can be supplied in lengths consistent with diameter and gage. We also produce brass, bronze and copper-nickel alloy tubes in sizes from .015" O.D. to 1" O.D. with wall thicknesses down to .003".

Our special tube-forming equipment places us in an excellent position to supply precision-made round, square, or irregularly shaped Formed Tubes such as those illustrated in the opposite column. Your inquiries will be answered promptly.

46422

ANACONDA

Anaconda Precision-Made Tubes

THE AMERICAN BRASS COMPANY — FRENCH SMALL TUBE BRANCH

Subsidiary of Anaconda Copper Mining Company—General Offices: Waterbury 88, Connecticut

In Canada: ANACONDA AMERICAN BRASS LTD., *New Toronto, Ont.*

Jones Says 'Put Salesmen To Work Now To Capture Vast Commercial Markets'

(Concluded from Page 8)

ing equipment

3. Refrigerated vending machines
4. Frozen food processing, handling, and merchandising
5. Merchandising methods in the perishable food field
6. Refrigerated truck development

Obviously, the most glamorous field in this group is the home and farm freezer field, and I think a great deal of the confusion as to the probable volume here lies in the conflict between the thinking of those people engaged in the domestic refrigerator business and those of us engaged in the so-called commercial refrigeration business. You find the optimist, generally speaking, in the latter field, and justifiably so.

FOOD FREEZER OUTLOOK

If we attempt to relate the number of home and farm freezers to the domestic refrigerators sold immediately preceding the war, we will find it to be a relatively small percentage; and therefore, not of particular interest to people who are used to measuring volume in such astronomical figures.

On the other hand, those of us who have been engaged in the commercial refrigeration business, and to whom a half million unit sales per annum looked rather large, should be fairly optimistic over the volume potentials of this field, as I am satisfied it will be anywhere from 300,000 per year on up.

Another interesting item volume-wise is the room conditioner. There have been so many mistakes made in the air conditioning field that I am rather hesitant to predict any great volume or any great saturation in the near future.

On the other hand, I think the industry has corrected a great many mistakes of product design and application, and I think the public has reached a much more common sense attitude towards air conditioning.

Putting these two together I think there is going to be a very large volume of small room conditioners, and while I will make no attempt to arrive at an estimate of the total number, I think that will be a very definite factor in our postwar field.

VENDING MACHINES

To those of us who have been approached by people attempting to get power units to operate vending machines, and if we believe all the stories that are brought to us by people making that effort, this area alone would be considerably greater than anything we have been used to.

Even after all the duplications are sifted out, I still think that in the vending of carbonated bottled drinks and in the vending of bottled milk, etc., there will be a great development in mechanical refrigeration equipment.

It is pretty hard to get away from this frozen food business. I think in the not very distant future there is going to be a major change in the overall method of handling foods because of the effect of frozen food, packaging, and distribution.

In the actual processing, of course, the equipment needed will be larger than that which we are discussing right now. But in the handling through the thousands of retail points there will be a great need for the equipment that you and I are interested in.

COMPLETE REPLACEMENT FOR ICE CREAM CABINETS

This is somewhat similar in nature to the ice cream cabinet business which, incidentally, I am sure is on the threshold of a great expansion and of renewed activity. It is my firm conviction that all the ice cream cabinets in this country are either completely worn out or are in my cellar and yours serving temporarily as frozen food storage cabinets.

The distribution of frozen foods through retail establishments will place emphasis on visible displays, and I think we will find our equipment manufacturers looking forward to a considerable factor of obsolescence in the old counters and cabinets.

And while I have put mechanical refrigerated truck development in the last category, I think mobile transportation will use quite a bit of our production in the years to come.

And this is not confined to refrigerated trucks, but includes air conditioned busses and finally even air conditioned passenger cars.

But please do not think this market or these markets will be ours without effort. Product, design, production efficiency, engineering know how, all of these, I think, we have and can count on. But the ultimate development of this market is going to be dependent on just exactly what a good job we do in selling.

I am not going to attempt today to discuss with you the technique of sales management, nor to go to any details as to how to provide sales promotion, sales training, sales literature, advertising, etc., but rather to see if I can't do something to convince management, as represented here today, that they have too long neglected the real job that is ours in a machine economy, and that job is to find markets.

Crudely put, the fact that we can produce by automatic machine and repetitive assembly line methods all the products that we can use in a few hours each day or a few days each week means that an increasing number of those of us previously engaged in production must transfer our attention to distribution.

Prior to the war almost 25% of our population eligible for gainful employment were engaged in the act of selling, in distribution, in transportation, or in similar services. I suspect that that percentage will increase very rapidly as we go back into postwar production.

And one of the problems we face is in persuading management to put sales people to work now. Put them to work now at a time when our chief job admittedly is to explain to prospective customers why we cannot supply their requirement. Failure to put these facilities to work today is an error in two directions.

MOST IMPORTANT ERROR

Immediately, perhaps the most important error is that we are contributing to unemployment as long as we are not providing employment to those people who will eventually be engaged in the act of distribution. Selfishly, the error is in the direction that unless you put these people to work now and train them, they will not be available and certainly will not be efficient if and when they are badly needed to get your share of this market.

We hear from every platform, over every radio, that production will solve all our problems; that production will provide employment. Let's not forget that distribution alone justifies production. Distribution in that sense that we identify as consumption.

The destiny of all production is consumption and since the ability to consume seems to depend on our knowledge and ability to distribute, then it follows that only where distribution is efficiently handled, where markets are found, and where goods are distributed at lowest prices per unit of goods delivered, do we find maximum production.

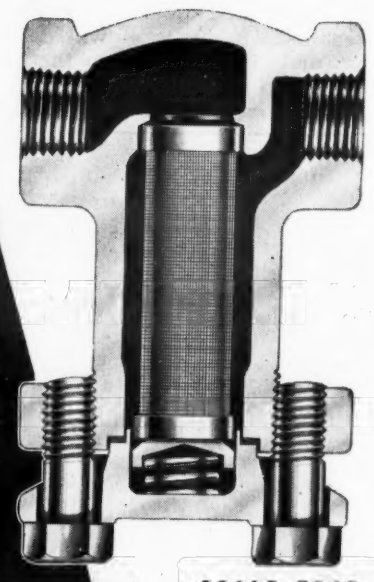
For Ammonia

AND ALL OTHER MATERIALS NON-CORROSIVE TO FERROUS ALLOYS

HENRY VALVE CO. TRADE MARK

For more than a quarter century, the continued preference shown in the refrigeration and industrial fields for premium-grade Henry Valves, Fittings, and Accessories can be traced to the exclusive patented features of design and construction found in many of the Henry Products.

GAUGE GLASS ASSEMBLY
For compressor crank cases and liquid storage tanks. Slotted gauge glass guards. Ball check valve in inlets automatically shuts off flow if the glass should break.

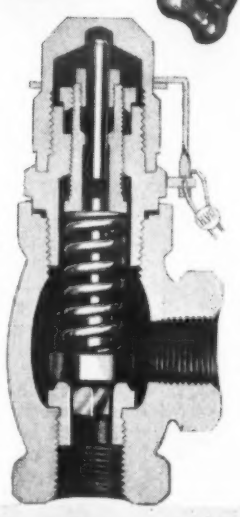


SCALE TRAP OR STRAINER
Large capacity with a spring tensioned self-centering and removable screen. Choice of 50 or 100 mesh. Sizes ¼" to 2" inclusive.

Screwed Bonnet Type Valve

LINE SHUT-OFF VALVES
They are more compact because the bodies are made from die cast permanent mold iron of close grain structure. Two piece stem construction. Floating disc has soft metal alloy insert which rotates on stem. Sizes 1¼" to 2" inclusive.

Bolted Bonnet Type Valve



PRESSURE RELIEF VALVE
Accurate release and positive reseating action. Soft alloy metal seat and extended stem permit emergency reseating without removing valve from line. Sizes ⅜" to 2" inclusive.

SOLD BY JOBBERS EVERYWHERE

HENRY VALVE COMPANY 3260 WEST GRAND AVE. CHICAGO 51, ILLINOIS

PACKLESS AND PACKED VALVES • STRAINERS • DRIERS FOR REFRIGERATION AND AIR CONDITIONING
AMMONIA VALVES • FORGED STEEL VALVES AND FITTINGS FOR OIL, STEAM AND OTHER FLUIDS

British Equip Airliners With Refrigerator Weighing No More Than Average Passenger

LONDON, England—British civil aviation has jumped the gun on American airlines by equipping many of its four-engined planes with electric refrigerators and some with air conditioners, according to the English magazine, *Modern Refrigeration*.

These "super-lightweight" refrigerators are the result of wartime research, the magazine says, having been developed for the transportation of serum and vaccines. Manufacturers were given a specification calling for an over-all weight of not more than that of an average passenger, and as an outgrowth of experimentation with special alloys are now producing units weighing less than 130 pounds.

Modern Refrigeration credits the Avro line with being one of the first to install refrigerators in the galleys of its planes. Frigidaire, Ltd., at Hendon, designed and is manufacturing the cabinets tried out originally in Messrs. A. V. Roe's York air liner and now being used also in Avro's Tudor ships.

The refrigerator built for the York is described as having an internal capacity of 5¾ cu. ft. and as capable of producing four pounds of ice per freeze in three trays. Outer and inner shells are made of "an exceptionally light alloy" called Birmabright, the interior metal being anodized and the external metal finished in cream enamel.

"The condensing unit is one of the most compact made to date," the magazine states. "The compressor has an aluminum body, the construction of which entailed considerable experimental work to overcome porosity.

"The use of aluminum dictated the employment of 'Freon' as the refrigerant. The compressor is driven by a standard Air Ministry design ⅛-hp. Delco motor, running off 24 volts d.c. The condenser is air cooled."

Main difference between this cabinet and the one used in the Tudor aircraft is that the latter's unit is somewhat lower and broader, according to the magazine. Bases of both cabinets at the rear are shaped to fit the line of the fuselage and flat tops, finished in cork lino, permit the refrigerators to be used as tables.

Isoflex insulation is used.

Britain's largest air liner, the Brabazon, will be equipped with electric refrigerators, additional cool storage for wines, and cookers, the publication reveals.

Modern Refrigeration quotes the Society of British Aircraft Constructors as authority for the prediction that a combined pressurizing and partial air conditioning plant will make the new Hermes liner "extremely comfortable for passenger travel." This "all-climates" plane was designed by the Westland Aircraft Co. and is being produced by Handley-Page.

"Powerful engine-driven pumps will deliver 60 lbs. of air a minute to the cabin to maintain a pressure equivalent to that at 8,000 ft. when the Hermes is flying as high as 25,000 ft.," the publication says. "Before passing through the pumps, the air is filtered to trap all particles of grit and dust which might damage the finely balanced and fast-running mechanism or find their way into the cabin.

"On leaving the pumps the air passes through a cooler and then into a silencer, which removes all sound waves and virbation. Entering the fuselage beneath the cabin floor through a valve which allows surplus pressure to escape, the air is warmed in a petrol-burning combustion heater.

"The flow is then divided and sent along two ducts, each of which has its own silencer, and through inlets set at intervals along the walls into the cabin near the floor. Used air is extracted through vents in the cabin walls and carried to a discharge valve by way of the baggage compartment beneath the cabin floor."

Provision is made for allowing the air conditioning plant to operate independently of the pressurizing equipment to overcome temperature variations on the ground. Humidity inside the cabin is controlled by special devices.

John Hammond Joins Allied Control Valve Co.

SOUTH NORWALK, Conn.—John Hammond, formerly with General Controls, has joined the Allied Control Valve Co., Inc., as vice president and general manager.

He has had wide experience in the control equipment field, particularly in the use of motor and solenoid-operated valves.

Merchandising Frozen Foods in the 1946 Manner

This dramatized 50-foot long open display of quick-frozen foods has brought a sharp increase in sales in the main store of Donahoe's food chain in Pittsburgh. Peter Donahoe, vice president of the company, did the layout for the frozen food department. Pictures on the superstructure over the cases are in color; prices are printed in red.

50-Foot Open Display of Frozen Foods Brings Big Sales Boost For Pittsburgh Chain's Main Store

PITTSBURGH — Installation of a 50-ft. long frozen food department near the entrance of the main store of Donahoe's, which operates one of the largest food store chains here, has resulted in a big increase in sales, according to Peter Donahoe, vice president, who planned the new layout.

Claimed to be the largest of its type in the country, the department handles "practically all known brands of frozen foods" and offers a wide variety of fruits, berries, vegetables, seafood, fish, fowl, and even cocoanut and bread, said Mr. Donahoe.

"Sales of turkey, shrimp, fruit, vegetables, and bread to one patron in one shopping order indicate that people now realize frosted food gives them better taste and quality than regular methods of canning or buying storage foods," he believes.

Display equipment in the department consists of four Tyler frozen food serve-self cabinets which give ready access to the stored foods. Backed by mirrors set at an angle to reflect the cartons in the case, the fixtures also have display space for pictures and prices.

Open top compartment of each cabinet displays 375 packages of frozen foods, while 19 cu. ft. of storage space is available in the bottom section. Clerks keep the top display section filled from supplies stored below, and another large supply is maintained in a freezer in the basement of the store.

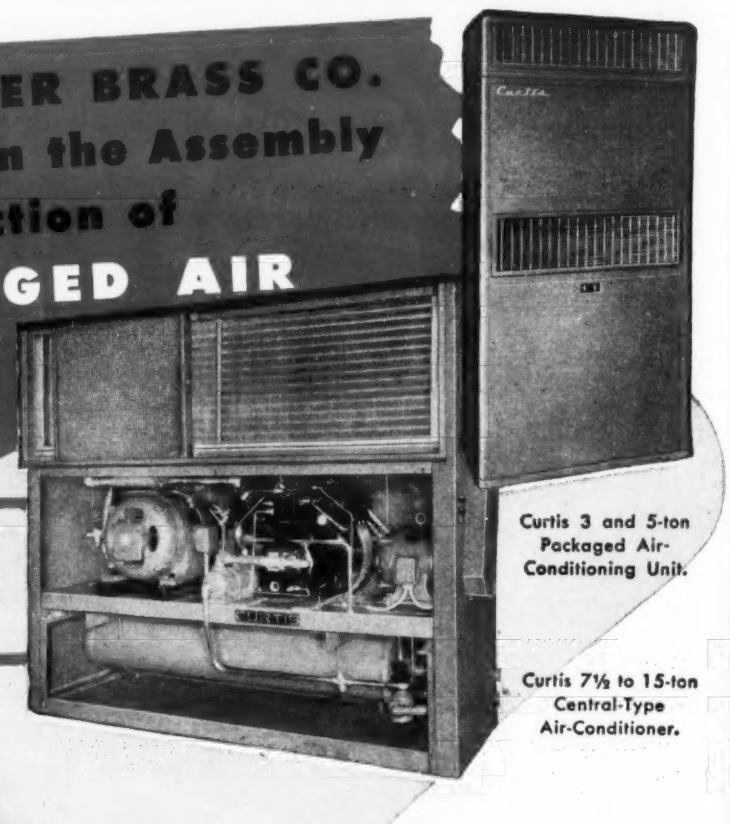
The four display cabinets are set along the wall in pairs with a small counter for scales and cash register between. The food is grouped so that meat and fish are sold from one case, assorted items like chop suey, chicken a la king, etc., from another.

Roche & Hull New Name For Baltimore Firm

BALTIMORE—Roche & Hull, Inc., is the new name under which the Parks & Hull Appliance Corp., refrigeration parts and supplies wholesaler here, will operate, as the firm is no longer engaged in the merchandising of appliances, announces George J. Roche, president.

The change, by charter amendment, is in name only, as the corporation will continue to operate with the same officers, management, and personnel, the company said.

CURTIS Uses MUELLER BRASS CO. Valves and Fittings in the Assembly and Construction of CURTIS PACKAGED AIR CONDITIONING UNITS

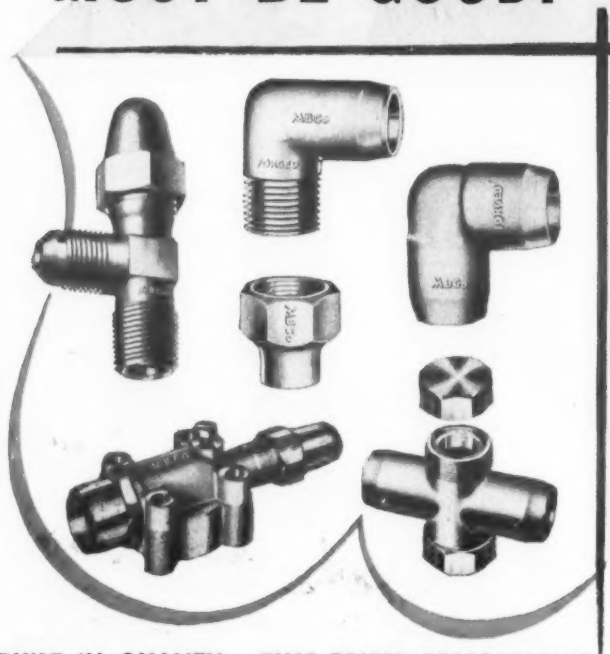


Curtis 3 and 5-ton Packaged Air-Conditioning Unit.

Curtis 7½ to 15-ton Central-Type Air-Conditioner.

CURTIS REFRIGERATING MACHINE
Division of Curtis Manufacturing Company
1900 Kienlen Ave. • St. Louis, Missouri

THESE PRODUCTS MUST BE GOOD!



BUILT-IN QUALITY • TIME-TESTED PERFORMANCE

Mueller Brass Co. Valves, Fittings and accessories are sturdily and dependably built. They have a well-earned reputation for built-in quality and time-tested performance.

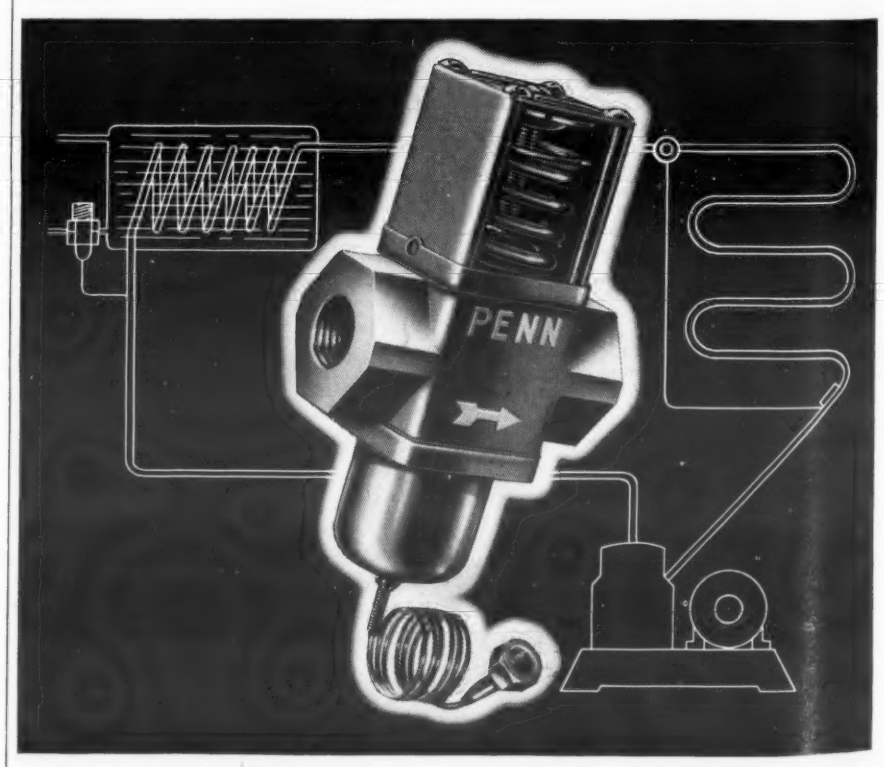
The Mueller Brass Co. line of refrigeration products are designed and manufactured specifically for mechanical refrigeration work. THEY ARE USED BY ALL OF THE LARGEST MANUFACTURERS THROUGHOUT THE UNITED STATES.

Curtis Units Provide Dependable, Economical Air Conditioning Service

Curtis Packaged Air-Conditioning Units provide a complete air-conditioning system in one compact, attractively designed unit that cools, dehumidifies, circulates and filters the air. Designed for long life, low-operating cost and quiet, dependable operation, like all Curtis products, these units embody Curtis' 91 years of successful manufacturing experience.

Building only the best has long been the policy of Curtis Manufacturing Company since its establishment in 1854.

MUELLER BRASS CO. PORT HURON, MICHIGAN



It's Better . . . More Efficient For All Refrigeration Jobs!

Don't confuse PENN 246 with ordinary water valves. It's in a class by itself . . . because it's been designed to do a better, more efficient job over a longer period of time.

For example, study the range spring and sliding parts of a PENN Water Valve. They're so designed that they *never come in contact with water*. Consequently, they are never abandoned to rust, corrosion and sedimentation. Long life, dependable service are assured.

Built in two styles—flanged and threaded—in a wide range of sizes to fit every type of commercial refrigeration application. Write today for your copy of Bulletin R-1986A. *Penn Electric Switch Co., Goshen, Ind.* Export Division: 13 E. 40th Street, New York 16, U. S. A. In Canada: Penn Controls, Ltd., Toronto, Ontario.

PENN AUTOMATIC CONTROLS

FOR HEATING, REFRIGERATION, AIR CONDITIONING, ENGINES, PUMPS AND AIR COMPRESSORS

Inside Dope

By George F. Taubeneck

(Concluded from Page 1, Column 1)

arms, Nathan airily tried to make the whole thing seem childishly simple.

"The tough thing," he said, "is to make the decision to do it. After that everything will be easy."

Right there is a prime fallacy of planning. Somebody other than the planners has to make the plan work—if possible.

How many additional automobiles that program might yield, who would get those automobiles, what prices would be paid the owners, what measures of compulsion could be applied to force them to sell those cars, how that transferral of property might affect the overall transportation picture, how state and municipal laws might be circumvented—all these practicalities were of no concern to the Ace Planner.

The Screwy School of Statisticians

"Planners" must depend upon "statisticians," too. Especially is this true in governmental circles.

And right there is where the "planners," no matter how bright or sincere they may be, can be led so far astray that it's pitiful.

For a long time this department has feuded with the pretensions of government statisticians.

The whole kit-and-caboodle of them are devotees of the "sampling" method of arriving at a statistical picture.

Our first WPB assignment during World War II was to sit in with Stacey May's statisticians for 10 days while they arrived at a figure for the air conditioning equipment which would be needed by the nation's burgeoning war plants over a certain period.

Here's how the statisticians went about the job of arriving at said figure: Applications for the construction of new factories were arriving in large numbers. The statisticians "sampled" these applications by taking *one from each hundred* applications, and noting whether or not said hundredth application called for air conditioning, and how much that application required.

No provision whatsoever was made for possible needs in factories already existing.

The result of five days of "sampling" was obviously silly. It showed that the nation's war plants might need a total of 17 tons of air conditioning capacity.

True enough, Dr. George Gallup and Elmo Roper have proved that the "sampling" method is extraordinarily accurate when it is employed to assay public *opinion*—or, more particularly, how people will *vote*.

But when this same method is asked to work with *facts*, it makes asses out of every set of public "planners" who depend upon the guidance of that statistical method.

They 'Done Us Wrong'

As a "fer instance," let us consider the sad case of "the fix we're in" currently.

Everybody, anywhere in the world, will agree that the most terribly important problem facing the average man today is that of curbing inflation.

Or, wait a minute. When we discuss global problems, perhaps the biggest worry of every human being who doesn't reside in that Last Resort of Private Enterprise, the United States, is: "Will I get enough to eat?"

It's entirely possible that they *won't* get enough to eat, because statisticians guessed wrong on the world's food supply prospects!

Planned Inflation

Let's take up that first question: Why are we headed for inflation?

To be sure, inflation follows in the train of all wars. Nearly every nation on earth is suffering from *wild* inflation. We could suffer likewise. Our money-and-credit expansion during the war has been so enormous that we're a candidate for a dose of corrective medicine.

So, what happens?

Well, some yet-unidentified "bright young" New Deal "economist" glanced over a couple of big-corporation financial statements, juggled a few figures in his mind, and announced:

"American industry can grant wage increases up to 24% over present levels without needing any increases in prices."

This pronouncement dropped an atomic bomb into the councils of labor leaders. As "Inside Dope" heard it, the unions were preparing to demand a 10% raise—across the boards—in hourly pay for their dues-contributors when this bombshell struck.

What could they do, after that? They couldn't be pikers in the eyes of their own men. So they started yelling for a 30% wage-raise.

And so it has happened that the United States of America, as a producing concern, is in the doldrums.

We want to avoid inflation, yet government and the unions are trying to force inflation upon the public. Industrialists are resisting.

STANGARD

Prime Surface

COLD PLATES

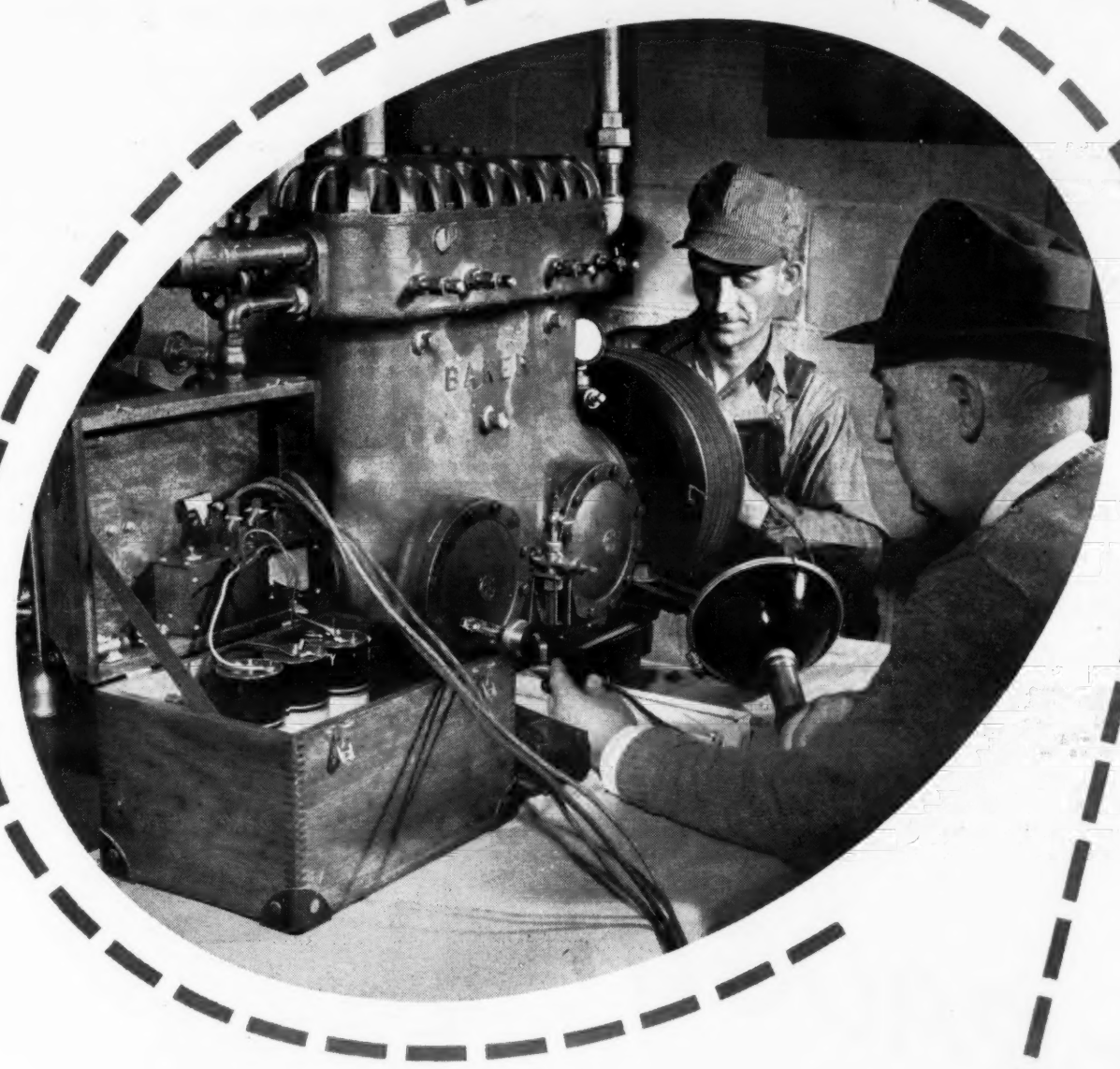
For Maximum Refrigerating Efficiency

THE STANGARD-DICKERSON CORPORATION

46-76 Oliver Street · Newark 5, N. J.

STANGARD KNOWS REFRIGERATION

Copyright 1945 by The Stangard Dickerson Corporation



PRECISION

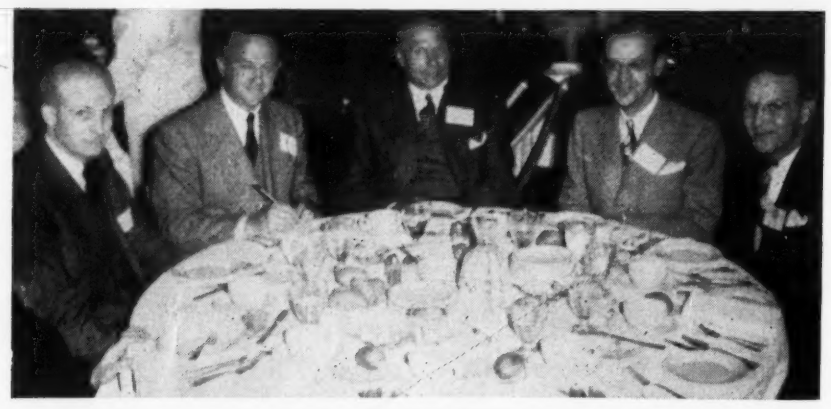
SUPER-SENSITIVE INSTRUMENTS ASSURE BAKER PRECISION....

In the Baker laboratory, where designs become machines, the most modern and scientific equipment is used. Electronic balancing equipment—the Vibrascope and the Vibrameter eliminate vibration caused by inaccuracies as little as 1 10,000 of an inch. The Stethoscope is used to magnify and locate any noises below normal ear level. Thus, we safeguard Baker reputation—and assure the long life and *dependable* performance of Baker Machines.

Baker

ICE MACHINE CO., INC. OMAHA

MANUFACTURERS OF REFRIGERATION AND AIR CONDITIONING EQUIPMENT SINCE 1905



In this group at the R.E.M.A.-R.E.W.A. meetings Cameraman Irving Alter caught R. H. Luscombe, Penn Electric Switch Co.; Arthur J. Rocke, Rocke International (export firm); Roy Johnson and Earl Vallee of Automatic Products Co.; and W. J. Culver of J. George Fischer & Sons, Inc., Saginaw, Mich., wholesaler.

LARKIN

MECHANICAL REFRIGERATION

The Watchdog of the Nation's Food Supply

Refrigeration Products

Humi-Temp Forced Convection Units—Patented CROSS-FIN-COILS—Bare Tube Coils—Zinc Fused Steel Plate Coils—Disseminator Pans—Heat Exchangers — Evaporative Condensers — Instantaneous Water Coolers—

See Your Jobber or Write Direct

LARKIN COILS,

519 Memorial Drive, S.E., Atlanta, Ga.

Monitor Electric Range Prices Set by OPA

DETROIT — Maximum prices for sales of Models ELRA-1 and ELRA-3 electric ranges manufactured by Electromaster, Inc., here for sale to Monitor Equipment Corp. in New York City have been set by OPA.

For sales in each zone by wholesale distributors to retail dealers the maximum prices, including Federal excise tax, are:

	Maximum prices for sales to retail dealers			
Model	Zone 1 Each	Zone 2 Each	Zone 3 Each	Zone 4 Each
ELRA-1:				
1 to 4	$106.55	$108.58	$110.30	$112.33
5 or more	102.61	104.56	106.20	108.16
ELRA-3:				
1 to 4	71.52	72.61	73.71	74.77
5 or more	68.87	70.07	70.97	72.02

Prices for ultimate consumers in each zone, excluding local sales tax are:

	Maximum prices for sales to ultimate consumers			
Model	Zone 1 Each	Zone 2 Each	Zone 3 Each	Zone 4 Each
ELRA-1	$169.25	$172.50	$175.25	$178.50
ELRA-3	114.75	116.50	118.25	119.95

The above prices include delivery, a one year warranty, and installation where such installation does not require the provision of materials other than a range cord. If the retail dealer does not furnish a range cord set, he must deduct $3.50 from the retail ceiling price, OPA said.

Mr. Manufacturer: Here's a Tip On Improving Your Product

Editor's Note: There are a lot of changes that manufacturers of refrigeration equipment could incorporate in their designs without much trouble to permit the installer and repairman to do a better job, believes B. F. Wood of Woody Refrigeration Service, Des Moines, Iowa.

Most of the criticisms of Mr. Wood are directed toward lack of standardization. Here's the lineup of his suggestions:

1. Condensing Units

No drain plug or sight glass in crankcase. Oil filler plug too small. Plugs should be SAE thread with copper gasket and located at accessible point. Liquid level test cock on receiver. Present method of belt adjustment is lousy. Use color code for refrigerant markings. Serial and model numbers are stamped on name plates too small to read. Do not mark refrigerant in points on this plate unless high and low sides are manufactured and sold as a complete unit.

2. Electric Motors

Standardize on shaft sizes for a given horsepower. Standardize bases and mounting holes. Improve oil cup so motor can be oiled quicker.

3. Sheaves or Motor Pulleys, and Fans

Use two set screws and balance pulleys. Standardize fan mounting holes for given horsepower. Improve fans to prevent breakage in use.

4. Low Sides

Hinge motor on blower coils so oiling of motor and cleaning of finned surface can be accomplished without removing coil from the fixture. Improve outlet of coil so thermal bulb can remain at coil temperature and out of draft or backwash of the air movement (expansion valve manufacturers will love you for this). Improve drip pan to eliminate condensate on the bottoms of pans which causes service men headaches. Increase pitch of drain pan to the drain hole so water can get away. Increase size of drain opening. Equip with heat exchanger. Use slotted hangers.

5. Expansion Valves

Decrease size or overall dimension of valves, standardize bulb sizes on 1 ton valves to fit thermal bulb wells. These wells take a 3/8" bulb. Standardize on 3/8" male flare inlet so 1/4" or 3/8" liquid line can be used without changing inlet fitting or using adapters.

6. Parts Packages

Reduce carton or package size on all temperature controls, valves, etc., so service men can carry more saleable merchandise in cars or trucks.

7. Water Valve and Temperature Control

Universal mountings or brackets to fit water valves and controls. Applying the above items is a pain to service men, and something should be done about it.

DRAUGHT BEER...

...DRAWN RIGHT

Through *Temprite* Draught Beer Coolers!

DEALERS: Offer your customers an extra source of steady profits simply by including TEMPRITE Draught Beer Coolers in your selling specifications! Here's why...

TEMPRITE'S exclusive principle of cooling by direct heat transfer provides more efficient, more economical refrigeration because it instantly cools up to three kinds of beer plus sweet and seltzer water in the same cooler, at the same time! In addition, every ounce of beer in the barrel is dispensed at a constant, uniform "selling" temperature. • No draught beer cooling is TOO tough for a TEMPRITE.

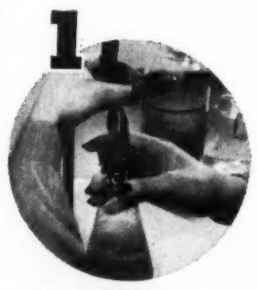
AVAILABLE in 2 standard sizes, designed to meet all of your customer's requirements.

Write for full information today!

TEMPRITE PRODUCTS CORP.

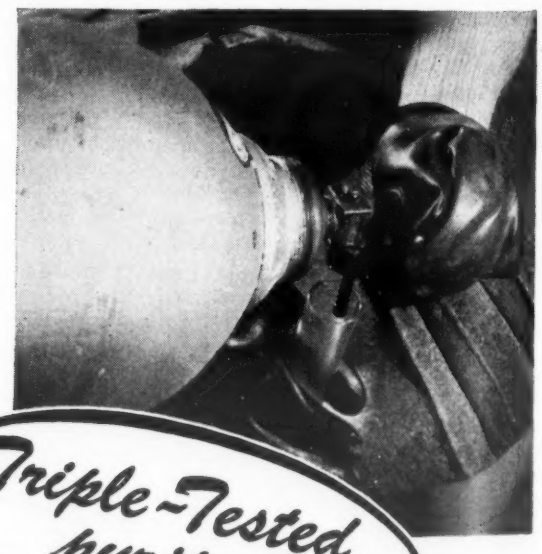
Originators of Instantaneous Liquid Cooling Devices

43 PIQUETTE AVENUE DETROIT 2, MICHIGAN



1

V - METH - L is tested for moisture . .



Triple-Tested purity for Service Surety

2

. . . then tested for boiling point . .

3

. . . and finally for acidity.

VIRGINIA Refrigerants are produced under rigid laboratory control. V - METH - L (Methyl Chloride) is subjected to the three separate tests pictured at left. ESOTOO (Liquid Sulfur Dioxide) and other VIRGINIA products are made under similar conditions of continuous testing. Specify VIRGINIA Refrigerants . . . get "tested PURITY for service SURETY."

Distributors of "Freon" Refrigerants 11, 12, 21, 22, 113

VIRGINIA SMELTING COMPANY

WEST NORFOLK, VIRGINIA

NEW YORK • BOSTON • DETROIT

R.E.W.A. Issues 'Statement of Policy' To Guide Business Conduct of Parts Wholesalers

CHICAGO — A formal "statement of policy" was adopted at the annual meeting here of the Refrigeration Equipment Wholesalers Association, and this policy will guide the member parts and supplies wholesalers in their trade relationships.

This statement of policy by R.E.W.A. has two main parts (1) the definition of a supplies wholesaler, and (2) the approved business policy for members.

The term "Refrigeration Equipment Wholesaler" is defined to mean a person, firm, or corporation:

1. Whose major activity in refrigeration is the sale of new refrigeration and air conditioning equipment, parts, and supplies at wholesale to the trade as defined in Point No. 7.
2. Who does not sell at retail.
2(a). Who does not sell refrigeration merchandise of any description, through his own appointed franchised or exclusive dealers.
3. Who does not perform installation or service except as noted in No. 4.
4. Who may, however, perform shop repair work at wholesale to the trade only as defined in No. 7.
5. Who does not contract for installation or service.
6. Who does not compete with the trade as defined in No. 7.
7. The term "trade" is defined to include the following: Service Men, Dealers, Machine Distributors, Contractors, Ice Cream Manufacturers, and other recognized trade outlets.

POINTS IN APPROVED POLICY

The approved business policy set forth for R.E.W.A. members calls for adherence to the following:

1. Purchase at wholesale prices from the original manufacturer refrigeration and air conditioning equipment, parts, accessories, and supplies.
2. Maintain and warehouse a stock of such products to supply adequately the requirements of the trade.
3. Distribute—to the trade only—a catalog, either of their own or an aggregation of manufacturers' catalogs.
4. Have no financial interest, either as a company or through an executive, employe, partner, or stockholder, in any company engaged in retail sales or wholesale sales to franchised or exclusive dealers, service, or contracting for service in any phase of refrigeration or air conditioning.
5. Maintain adequate displays of merchandise handled, in so far as is practical.
6. Cooperate with manufacturers in educational activities designed to better acquaint both employes and customers with the features incorporated in all products sold.
7. Cooperate with manufacturers in promotional calls on the trade with manufacturers' representatives whenever such activity is desirable or advisable.
8. Distribute direct mailing pieces, catalogs, and other promotional materials to the trade when they are supplied for this purpose by the manufacturer.

MAINTAIN PUBLISHED PRICES

9. Maintain manufacturers' recommended and published resale price schedules.
10. Follow up, by contact with the trade, all inquiries received by the manufacturer and referred to the wholesaler for handling.
11. Cooperate with the manufacturer in all matters pertaining to warranty on products, defective parts and worn out parts returned for replacement or repair.
12. Cooperate with the manufacturer and his representatives by permitting examination of their stock, in the wholesalers warehouse, to eliminate slow moving inventory and increase rate of turnover of merchandise.
13. Cooperate with the manufacturer to keep the financial position on a current basis insofar as is possible.
14. Use manufacturers' parts numbers and full description in ordering materials, to expedite prompt handling of orders and eliminate unnecessary correspondence and the problem of rehandling shipments of wrong materials.
15. Handle as few lines of similar merchandise as is consistent with good business.
16. Cooperate with the manufacturers in defense of the products handled, in all cases of unfair criticism or condemnation.

R.E.W.A. is ready to fight any attempt on the part of the OPA to make wholesalers absorb the expected price increases for manufacturers of refrigeration parts and supplies, declared George Roche of Roche & Hull, Inc., Baltimore.

Mr. Roche asked the members to have readily available reliable information on their operating costs, profits, etc., in case such data was needed to prove a case to the OPA.

The remarks which Mr. Roche made were during his talk on "What the National Association Can Mean to a Member," in which he pointed out how the "united front" of an association worked much better in dealing with problems arising either from manufacturer or governmental relationships. A manufacturer will pay more heed to a demand from a group of wholesalers than he will from one individual or firm.

Mr. Roche also described the many informational services rendered by the executive secretary's office, and pointed to the work done by the manufacturers relations committee.

Irving Fajans of Aetna Supply Co., New York City, outlined how regional associations of wholesalers are best formed and operated, and the principal benefits that can be derived from such groups.

REGIONAL GROUP ACTIVITY

Regional associations of refrigeration parts and supplies wholesalers should be incorporated in the state in which their headquarters are located, and should meet at least twice a year, preferably more often. Efforts should be made to enroll all wholesalers in the territory, whether or not the firm is a member of R.E.W.A.

One of the most advantageous activities of a regional group is the credit check on customers. In Mr. Fajan's area this functions by having each jobber submit a list of accounts owing more than 60 days, without naming the account. When enough wholesalers in the group report a firm "owing 60 days" it becomes obvious as to just what customers are trying to string out their credit. This one activity alone is worth the formation of a regional group, said Mr. Fajans.

Mr. Fajans expressed the hope that regional groups will eventually get full voice in naming the director to the national association from their region, since it would be natural for the wholesalers in a particular area to be better able to select a man to represent them than any other committee.

One recommendation by Mr. Fajans was that manufacturers' representatives be excluded from regular regional meetings of wholesalers, since they are generally not in a position to speak with authority for the manufacturer, but that one meeting a year be set aside for a social meeting with manufacturers' representatives.

F. K. Zimmerman of Lynch Mfg. Co., chairman of the Rema credit committee, outlined the kind of cooperation in the matter of information pertaining to credit data that the manufacturers wished to get from the wholesalers.

SPECIALIZED CREDIT SERVICE

He explained that the usual type of credit information agency was not of much use in the refrigeration parts and supplies field, because of the very specialized nature of the business, and that Rema therefore collected its own data.

Wholesalers were requested to fill out any questionnaires on credit that might be sent to them, and were also asked to file a financial statement with the Rema credit office. Thus, if there were any questions raised about a wholesaler's credit, the matter could be quickly referred to the Rema office.

Submission of the balance sheet would also make possible analyses which would bring out strength and weaknesses in the operations of an individual wholesaler when compared to the overall group.

BELOW -30°F "DETROIT" No. 793

Differential Temperature Expansion Valve is the *Valve to Use*

Engineered from start to finish for sub-zero work, the "Detroit" No. 793 is *not* an adaption of any former model. It is designed to work only on temperatures −30° to −150° F, and below. In these ranges it offers the same reliable service which gives "Detroit" Valves preference in higher temperature ranges. It is the valve to use.

USE No. 793 ON YOUR LOW TEMPERATURE JOBS . . . get REALLY SMOOTH CONTROL

Operated by temperature only, it is not affected by pressure in the system.

Works with any refrigerant not corrosive to brass. No need for valves with special charging.

Orifice is sized to the operating load. No oversize orifice to cause flooding and surging during pull down periods.

Valve remains closed above −30°F; making possible selection of a motor more nearly rated to the job, and preventing motor overload.

Hermetically sealed power element—not affected by altitude or barometric change.

1785

DETROIT LUBRICATOR COMPANY *General Offices:* 5900 TRUMBULL AVENUE DETROIT 8, MICHIGAN

Division of AMERICAN RADIATOR & Standard Sanitary CORPORATION

Canadian Representatives — RAILWAY AND ENGINEERING SPECIALTIES LIMITED, MONTREAL, TORONTO, WINNIPEG

"DETROIT"

"Detroit" Heating and Refrigeration Controls • Engine Safety Controls • Safety Float Valves and Oil Burner Accessories • "Detroit" Expansion Valves and Refrigeration Accessories • Stationary and Locomotive Lubricators

They'll Do It Every Time . . . By Jimmy Hatlo

OH-LET'S DO BUY IT, DEAR... AFTER ALL THE BOSS PRACTICALLY TOLD YOU YOU WERE SET IN THIS TERRITORY FOR LIFE...
WELL-ALL RIGHT.. GUESS WE'VE WAITED LONG ENOUGH TO OWN OUR OWN HOME..
JUST SIGN HERE AND HERE
FOR SALE THIS DESIRABLE 8 ROOM HOME 3 BATHS 3 ACRE LOT $35,000
2-14
JIMMY HATLO
So TWO DAYS AFTER THEY HAD BOUGHT A LOT OF FURNITURE AND MOVED IN... Thanx to LOVETT R. SMITH, JR ROUTE 1, BOX 469 OSWEGO, ORE.
HUH?
I SAID - WE HAVE DECIDED TO OPEN UP A BRANCH OFFICE IN DUTCH GUIANA AND YOU'RE JUST THE MAN TO DO IT! HOW SOON CAN YOU AND YOUR FAMILY BE READY TO LEAVE?
GENERAL MANAGER
COPR. 1946, KING FEATURES SYNDICATE, Inc., WORLD RIGHTS RESERVED.

☆ *Buy VICTORY Bonds* ☆

plastics

ARE YOU INTERESTED IN PLASTICS?

Does the whole subject of plastics confuse you? Are you uncertain about their application to your products? Would you like more light on the subject?

Then send for "Plastics by Church." It's a big, handsome new 24-page brochure, illustrated in full color. It will give you the story of the different types of molding powders, processes and application in simple, easy-to-understand language.

It will tell you all about the complete service that Church offers — the correct molding compound for the job . . . correct design of product and mold . . . adequate production facilities . . . precision molding . . . unhurried, careful inspection — all backed by the financial responsibility which assures delivery of the *products* you need in the quantities needed — *on time.*

For a copy of this informative brochure "Plastics by Church" write

CFC
THE CHURCH MOLD MARK OF QUALITY

C. F. CHURCH MANUFACTURING COMPANY · HOLYOKE, MASSACHUSETTS
Division of American Radiator & Standard Sanitary Corporation

by Church

Trade Mark registered U. S. Patent Office: Est. 1926

AN INTERNATIONAL INSTITUTION • SUBSCRIBERS ALL OVER THE WORLD

AIR CONDITIONING AND REFRIGERATION News

Copyright, 1946, Business News Publishing Co.

F. M. COCKRELL, *Founder*

Published Every Monday by BUSINESS NEWS PUBLISHING CO. 450 W. Fort St., Detroit 26, Mich. Telephone Randolph 0924.

Subscription Rates: U. S. and Possessions, Canada, and all countries in the Pan-American Postal Union: $4.00 per year; 2 years for $7.00. All other foreign countries: $6.00 per year. Single copy price, 20 cents. Ten or more copies, 15 cents each; 50 or more copies, 10 cents each. Send remittance with order.

GEORGE F. TAUBENECK
Editor and Publisher

PHIL B. REDEKER, *Editorial Director*

C. DALE MERICLE, *Associate Editor*
ROSS H. POTTER, *Associate Editor*
JOHN SWEET, *Assistant Editor*
Editorial Assistants: BARBARA LEE, MARCELLA PRICE, FRANCES WEED, AND LORRAINE MCNINCH.

ELIZABETH SMITH, *Assistant Bus. Mgr.*
MACIL STEPHENS, *Asst. Adv. Mgr.*
ROBERT M. PRICE, *Adv. Representative*
P. ALLEN SCHILDHAMMER, *Adv. Rep.*
ED HENDERSON, *Circulation Mgr.*
WALTER J. SCHULER, *Production Mgr.*

Member, Audit Bureau of Circulations. Member, Associated Business Papers.

VOLUME 47, NO. 11, SERIAL NO. 887, MARCH 18, 1946

Nobody Wins a War

NOT even the victors.

Countries in every continent in the world today are trying to salvage some order from the wreckage of their economic and monetary systems. We are no exception; our case just doesn't happen to be as critical as theirs. For people in most of these countries it's a matter of life or of death, of getting enough to eat.

The inflation which we are trying to keep under control here has, almost everywhere else in the world, reached proportions beyond anything in history. In China, technically the victor over the Japanese rapist, the national government seems about to lose the final round in the battle against an inflation leading inevitably to currency repudiation.

In the Near East, living costs today are six and seven times what they were before the war. In Eastern Europe, barter has almost completely replaced monetary exchange. Inflation is at its worst probably in Greece, where money has reached that stage of futility that nobody considers it legal tender. If there is a standard of value, it is the British pound; but the most stable unit for barter is the American cigarette.

German banknotes are worth nothing, being demands drawn on a government no longer in existence. Italy's industries are in ruins, its government unsteady, unable to hold the lira's latest exchange value of 100 to one American dollar.

The situation in Austria, and Czechoslovakia, and in Hungary and Poland and Rumania, is only a little less desperate. The cost of living is between five and seven times above prewar standards, with so little to buy in the way of food and clothes that no amount of money could bring enough of these to go around. A manual laborer in Poland makes 700 zloties a month, but he pays out 150 of them when he want two pounds of horsemeat for his table.

Denmark and Norway, France and Belgium to some extent are holding the line; if the rest of Europe were steady, these probably could come back on their own. As it is, none of these is meeting its posted exchange rates; actual currency values are established in the black market.

The only country where the black market is not setting the figure is Switzerland, whose currency is good anywhere on the continent. Here the government has placed rigid restrictions on the amount of currency it will issue. But Switzerland is a small country, still woefully short of imports, patently unable to lift the standards of the countries surrounding it.

This wobbling of the currency is no stranger to our side of the Atlantic. It is part of the picture in Latin America and our neighbors farther south, rising from the same conditions: A shortage of imported goods, an increased cost of living, and 400%-600% increases in fiduciary issues.

Inasmuch as we have enough wage and price troubles of our own, why have we set up a new International Monetary Fund, and a Bank for Reconstruction and Development, to try to prevent further devaluation of these foreign currencies and the competitive reduction in their exchange rates?

Because, like Switzerland, we don't live alone. Our own foreign trade operations provide 10% of the United States' total employment figures. Plans for air transport alone are materially increasing our investment in jobs here and in business abroad. The overocean flights charted by the Army's Air Transport Command today are being followed, night and day, by America's commercial planes. Routes halfway around the world are now in service.

But none of these can hope to reach full swing so long as our factories over there are quiet, and foreign money has no level ground upon which to be exchanged with our own. And so the world's unprecedented monetary problem is also our problem, one of the biggest and most difficult we face today.

THE *Tireless Force* OF SCIENTIFIC PROOF STANDS BEHIND YOUR A-P INSTALLATIONS

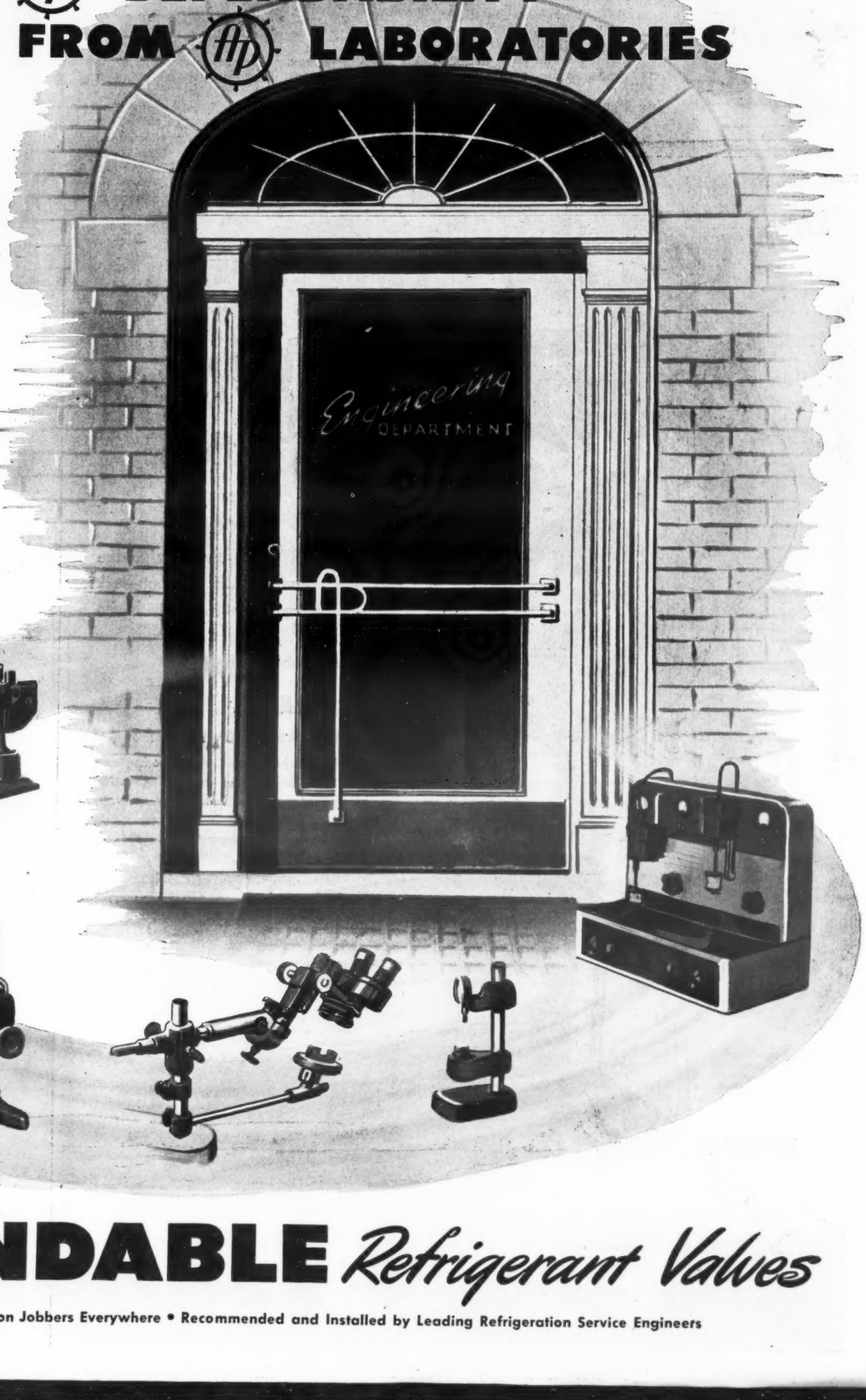
"PRE-PROOF" OF A-P DEPENDABILITY COMES FROM A-P LABORATORIES

● A-P Dependability is "Pre-Proved" every day in A-P Laboratories. It is work requiring endless experiments, tests, analyses and "production checks". . . . Keeping rigid checks on raw materials before fabrication, testing parts during assembly, proving A-P Valve operation, making permanent records of the efficiency of every valve.

This extraordinary thoroughness and attention to details by A-P engineers, chemists, metallurgists stems from the conviction that "Trifles make perfection—but perfection is no trifle". It's constant and unwavering assurance to you, who use A-P Valves, that every one of them will stand up to its reputation for complete DEPENDABILITY — pre-proved" long before you use them on your installations.

AUTOMATIC PRODUCTS COMPANY

2450 North Thirty-Second Street • Milwaukee 10, Wis.
Export Dept. 13 E. 40th St., New York 16, N. Y.

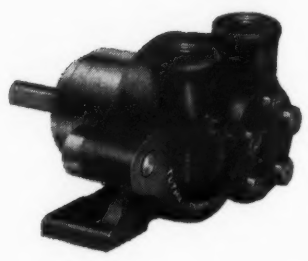


DEPENDABLE *Refrigerant Valves*

Stocked and Sold by Good Refrigeration Jobbers Everywhere • Recommended and Installed by Leading Refrigeration Service Engineers

MEANS BUSINESS

Tuthill small pumps mean business for you in two ways. They are engineered for long dependable service and keep doggedly on the job year after year, handling pressure lubrication and many other requirements. And because these pumps have proved their dependability over the years, they mean business for every manufacturer who incorporates Tuthill sales advantages into his product. There are types and sizes to meet your specific needs. Write for general catalog today.



TUTHILL

TUTHILL PUMP COMPANY • 939 EAST 95TH STREET • CHICAGO 19, ILLINOIS

'Drug Store' to Retail and Repair Appliances

WASHINGTON, D. C. — Radios, vacuum cleaners, toasters, irons, and other electrical appliances will be carried at Pearson's, located at Calvert, 37th, and Wisconsin Sts., N.W. This unusual experiment in a miniature department and drug store combination includes a downstairs repair shop for electrical appliances.

Besides a complete line of drug store items, baby department, and fountain, other merchandise to be handled includes: Cosmetics, costume jewelry, and watches up to $100, ladies' handbags, hosiery, men's accessories, and toys of every description.

Difference between a department store and this type of store was pointed out by Owner Samuel Eisenberg:

"Emphasis starts with ready-to-wear and home furnishing divisions in a department store and tapers off to drug items, whereas our store does just the opposite, with importance placed first on the pharmaceutical department."

One or two solicitors will be hired to help build up the business. "We are also going after charge accounts," Mr. Eisenberg commented.

Just one entrance is planned so that customers must come in and exit the same way, leaving "not a dead spot in the entire store."

"If this 'guinea pig' is a success," disclosed the owner, "three or four comparable stores will be erected in key positions in this city."

DON'T LET DEMON HEAT MELT YOUR PROFITS

He'll spoil almost any merchandise in a jiffy, unless you lock him out—lock quality in—with modern Marlo Equipment . . . efficient, compact, low cost, and durable.

MARLO
HEAT TRANSFER SURFACE

Ball-Bonded Blast Coils—Cooling and Heating • Air Conditioning and Refrigeration Apparatus • Industrial Blower Units Unit Coolers • Evaporative Condensers and Coolers • Low Temperature Apparatus

MARLO = HEAT TRANSFER

MARLO COIL COMPANY
ST. LOUIS 10, MISSOURI

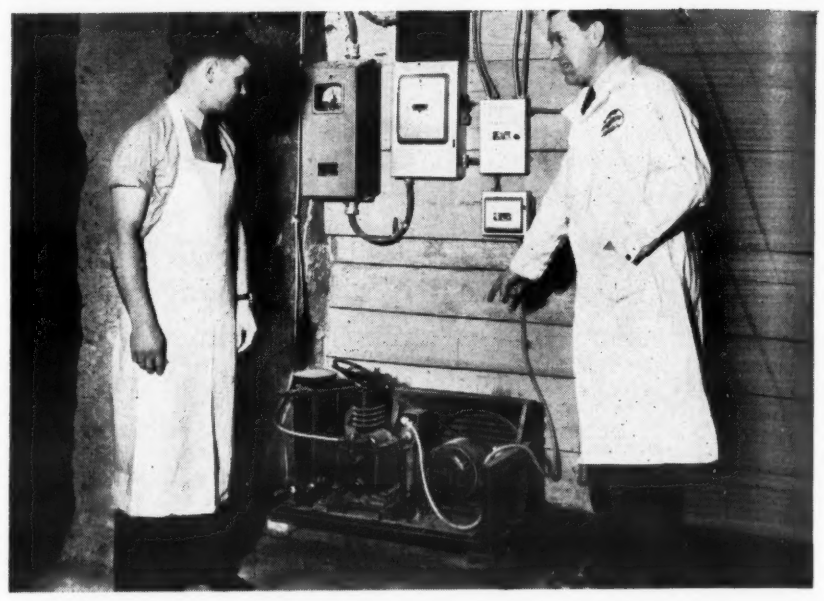
Servicing Commercial Refrigeration Systems

Editor's Note: In this issue AIR CONDITIONING & REFRIGERATION NEWS presents the first of a series of illustrated articles on the servicing of commercial refrigeration systems. When the causes of commercial service complaints are analyzed, it is found that 95% of all service calls are the result of four common "ailments" which can be diagnosed in seven simple steps. By following the procedures outlined in this and forthcoming articles in the series, commercial repairmen can speedily handle nearly all complaints.

This material was prepared through the cooperation of the service department of Frigidaire Division, General Motors Corp. and is from one of their excellent slide training films.

Instalment No. 1

1—Proper Diagnosis of Commercial Service Problems



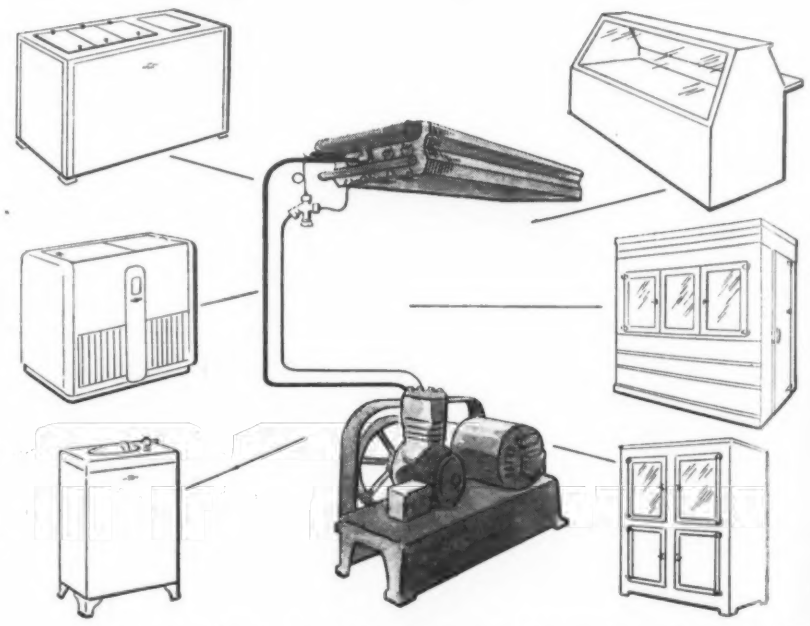
It has been said that perhaps as many as 95% of the average doctor's cases can be treated in the home or office, leaving only 5% that require hospitalization.

In the same way, service records show that *approximately* **95% of all commercial service problems can be handled right on the job—which means that only about 5% have to be hospitalized, either in the service repair shop or through a change in the equipment.**

As is true with the doctor . . . *the best service man is the one who can make the best diagnosis.*

According to the dictionary, "diagnosis is the art or act of recognizing a difficulty from its symptoms." A lot of unnecessary effort can be saved by taking just a little time to diagnose the trouble before starting to work. Proper diagnosis helps gain customer confidence, because it enables a service man to go directly to the trouble, treat it quickly, and at reasonable expense.

2—All Commercial Equipment Is Pretty Much Alike



It isn't so hard to make a proper diagnosis and cure when it is considered that basically . . . *all commercial equipment is pretty much alike.* Regardless of shape, age, kind, or size, they all have a condensing unit, control switch, refrigerant lines, condenser, refrigerant control, and evaporator. That's why we can use our basic knowledge to treat all kinds of commercial ills.

Of course, if you need some special knowledge to help diagnose an unusual case, a service man can refer to the Service Manual.

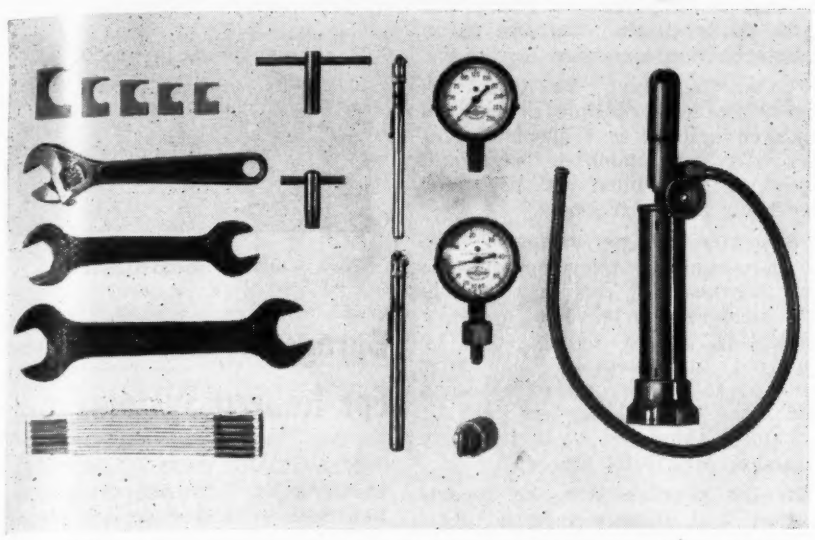
(Continued on next page)

Servicing Commercial Systems (Cont.)

3—*Only 4 Common Ailments Account For 95% of All Service Calls*

1—Suction Pressure Too Low.
2—Head Pressure Too High.
3—Shortage of Refrigerant.
4—Moisture in the System.

4—*Only a Few Simple Tools Are Needed for Commercial 'Diagnosis'*



With the thermometers check the temperature of the fixture, the temperature of the room surrounding the fixture, and the temperature of the air or water used as a cooling medium.

The thermometer wells at the top left are used with the thermometers to check the temperature of the cooling coils.

The end wrenches and valve keys are for installing and removing the pressure and vacuum gauges. The liquid level indicator is for checking the amount of refrigerant in the receiver of certain models.

And the gauges themselves are used for checking head pressures, suction pressures, and switch settings.

5—*There Are 7 Simple Steps That Should Be Followed in 'Diagnosing' Every Commercial Service Call*

Just because a customer calls in and says his case temperature is too high, you shouldn't go out and change the switch setting and let it go at that. Regardless of what the complaint is, make these seven checks so you can be sure of the diagnosis before you prescribe a remedy.

1. Check fixture temperature.
2. Check products stored.
3. Install compound gauge and check suction pressure.
4. Install pressure gauge and check head pressure.
5. Check condensing medium temperature.
6. Check pulley size.
7. Check refrigerant supply.

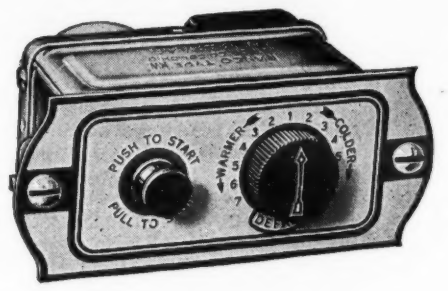
Of course, if the user is without refrigeration because a fuse blew or a belt broke, get the equipment in operation by replacing the fuse or belt. Do not present the customer with a bill for a fuse or belt, or any other minor repair, until you have made the seven checks and have found out what caused the complaint.

(To Be Continued)

Some of the officers and directors of Refrigeration Equipment Wholesalers Association got together for this picture during their recent convention in Chicago. Seated (left to right), are: H. S. McCloud, executive secretary; Ted Glou, Central Service Supply Co., Syracuse, new president; George Roche, Roche & Hull, Inc., Baltimore, vice president. Standing (l. to r.) Harold McCombs, McCombs Refrigeration Supply Co., Denver, retiring president; J. D. Ross, Railway & Engineering Specialties, Ltd., Montreal, Canada, a director; Alex H. Holcombe, Jr., Victor Sales & Supply Co., Philadelphia, treasurer; Joseph M. Mideke, Mideke Supply Co., Oklahoma City, a director; and Edward C. Marsden, Marsden & Wasserman, Hartford, Conn., a director. Missing from the picture is Harold Stern, Refrigerative Supply, Seattle, new treasurer, and other directors.

SELECT A RANCO CONTROL

For Domestic or Commercial Refrigeration



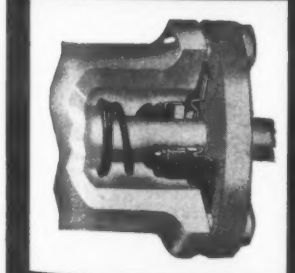
Type KWS Domestic and Commercial General Replacement

Ranco controls are made for general and exact replacement—to meet refrigeration demands for accurate controls in either the commercial or domestic field. They are built of select materials and precision inspected at each step of fabrication to assure the utmost in accuracy. Stainless steel cases make Ranco Controls instruments of beauty you'll be proud to install.

Ask Your Jobber About Ranco Controls.

Ranco Inc. Columbus 1, Ohio

ROTARY SEAL REPLACEMENT UNITS *for* Refrigerator Compressors



Available for Over 752 Models of Refrigerating Assemblies.

Rotary Seal has pioneered in the manufacture of mechanical shaft seals. Because of this specialization it offers the best in shaft sealing.

ROTARY SEAL COMPANY
2020 N. LARRABEE ST., CHICAGO 14, ILL.
Canadian Office: 382 Victoria Ave., Montreal 6, Canada

ARE YOU SELLING

. . . . . *What You Can't Deliver?*

OR MANUFACTURING

. . . . . *What You Can't Complete?*

ELPECO GREEN DRAGON

MOST SERVICE ENGINEERS ARE . . .

Many Original Equipment manufacturers are. For all inventories of all manufacturers are unbalanced, many essential components such as motors, are Nylon-scarce, promises from suppliers are based largely upon Hope, and the huge waiting market remains hungry. So don't hitch your wagon to elusive Stars and expect a smooth ride. The road to full and satisfying production is long, and rutty.

We've been driving hard to get GREEN DRAGON Condensotrons and Unitrons to you in ample supply. We're succeeding slowly—but surely—despite unprecedented handicaps. But as Production struggles ahead, Creative Selling must replace the effortless job of order-filling if our businesses are to be properly bolstered. For all orders simply cannot be filled, by us or by others, for a long, long time.

However, we have some stimulating ideas for both Service Engineers and Original Equipment manufacturers, and we're producing the products NOW to permit their application.

WE'RE PRODUCING
ELPECO THERMEK . *Now!*
(The Wonderful Green Dragon Heat Transfer Surface)

Elpeco THERMEK is as revolutionary to heat transfer applications as it is fascinating to the sight and touch. This porcupine-like surface has limitless applications for original equipment manufacturers. They should, and can, and will build their own low-sides at a saving. Elpeco THERMEK will help them do it, easily and economically. We urge your prompt analysis of this product and a study of its application to your equipment. We'll help you with our engineering "know-how" and experience.

WE'RE PRODUCING
CUBE-O-TRONS . . *Now!*
(Green Dragon Ice Cube Makers)

The fact that they are so highly efficient, and so precisely engineered and made, means much in itself. But install these modern CUBE-O-TRONS in reach-in Boxes, walk-ins, and in beverage coolers and additional business is created which can be enjoyed TODAY. We would like to discuss this program with you. We're in production—NOW—on our standard models. But whatever you need in the cube-making line, you can GET IT from Elpeco.

WE'RE PRODUCING
CAPACITRONS . . . *Now!*
(Green Dragon Heat Exchangers)

Are they different? Yes. Are they better? We certainly think so. Are they more saleable? Again, we have some ideas to talk over with you—some good, sound, fundamental SALES ideas which you can apply immediately to push business and increase profits.

WE'RE PRODUCING
EXO-TRONS . . . . *Now!*
(Yes! Condensers by Elpeco)

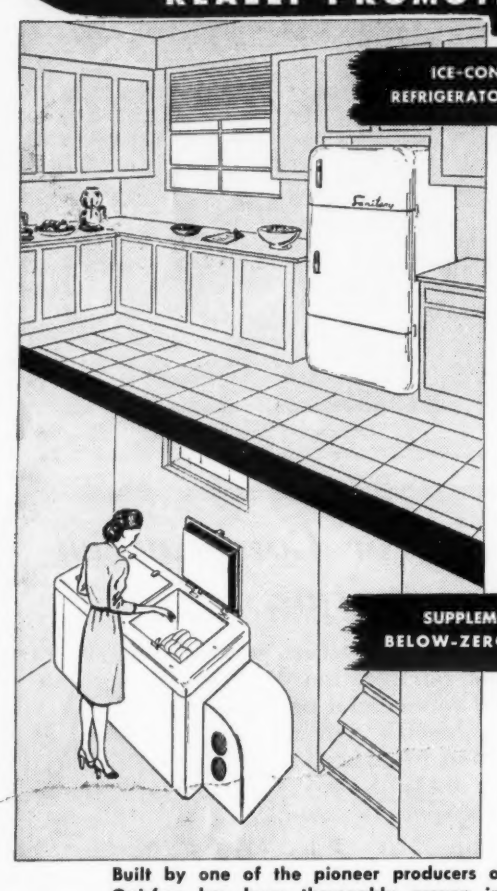
A separate production division has been launched in our North Plant for the exclusive manufacture of Elpeco Condensers. They're precision made under Elpeco original processes, and they're rolling off the lines in ever-increasing volume. We invite your inquiries.

WHATEVER IT IS . . . IF IT'S REFRIGERATION EQUIPMENT
GET IN TOUCH WITH ELPECO

ELECTRIC POWER EQUIPMENT CORP.
SHUNK ST., EAST OF FRONT
PHILADELPHIA 48, PENNA.
DEWEY 2224

Elpeco Wholesalers have been doing a magnificent job in apportioning the available supply of Green Dragon Condensotrons, Unitrons, and Thermotrons—the 3-Unit Line produced at one source under one responsibility.

ANOTHER SANITARY "First"
A PACKAGE SALE IDEA YOU CAN REALLY PROMOTE . . . .



Convenient, practical and economical "Packaged Refrigeration" service for the average American home results from installing a Sanitary Ice Refrigerator and a Sanitary "Quicfrez" Low Temperature Cabinet. The improved Model 2126 Sanitary Ice Refrigerator is recommended for current sales promotion in place of the illustrated unit not at present available. 5 cu. ft. Food Capacity and 75 lb. Ice Capacity. Thoroughly rock wool insulated, interior and exterior of steel white enameled. Performance-tested at factory. No. 2126 is the only Sanitary model available in 1946.

The Model 1245 QUICFREZ Locker

With Separate Freezing Compartment—12.5 Cu. Ft. Food Storing Capacity. 500 to 600 lb. Frozen Meat Capacity. Initial Freezing Compartment — 3 Cu. Ft.

Built by one of the pioneer producers of Low Temperature Cabinets, the *Quicfrez* has been thoroughly proven in performance by more than six years' continuous service.

SANITARY REFRIGERATOR CO.
FOND DU LAC, WISCONSIN
Manufacturers of Ice Refrigerators for More Than 40 Years Quicfrez Farm Locker Plants Since 1939

'Misconceptions' About Freezers Obstacles In Path of Sales

E. N. Guild Hits 'Rapid Freezing' Concept

DETROIT — Many misconceptions regarding the home freezing and storing of foods must be cleared away by dealers in home and farm freezers before the full potential market for these products can be realized, believes E. N. Guild, commercial sales manager of the Norge division of Borg-Warner Corp.

Mr. Guild based his assertion upon 12 years of professional and personal experimentation in the freezing and storage of foods. He pointed out that the vast anticipated market for domestic freezers is justified on economic grounds because these products are of the type that can "pay for themselves" in savings of time and money.

"While the industry, as such, can do much to re-educate the public in the use of home freezers," Mr. Guild continued, "it is ultimately up to the dealer—the man who has direct contact with the buying public—to eliminate existing misunderstandings.

One major misconception that must be removed is that of the necessity for very rapid freezing of produce, he stated.

"This belief, like a couple of others that may hamper complete exploitation of the market is the outgrowth of methods necessarily employed by commercial freezers of food. Where the commercial packer must freeze foods rapidly at very low temperatures to take greatest advantage of the ripening season, the home packer can freeze satisfactorily at comparatively higher temperatures," he said.

He explained that the industry is agreed that domestic freezers that will hold a temperature of zero will freeze foods to the complete satisfaction of the consumer.

For another thing, Mr. Guild declared, too many people are of the mistaken opinion that special packages such as cellophane bags and waxed cartons must be used for everything that is frozen.

"Special packages, likewise the commercial packer's development, are very desirable for certain vegetable and meat products, but ordinary glass jars, sealed tightly, can be employed to advantage for many kinds of foods," he added. Reused time after time, these jars can cut packaging time and costs in many instances, Mr. Guild stated.

On the positive side, he recommended that dealers inform themselves and subsequently the housewife of the many little known advantages of the freezers.

"Does the housewife know, for example, that she can store leftovers for long periods, serving them in a condition similar to that which existed when they were taken from the stove originally? Does she know she can store large quantities of biscuit dough, serving hot, home-baked biscuits on short notice and with a minimum of effort? Has it been emphasized sufficiently that she can bake pies by the dozen, or make soup by the gallon?

"Does the gardener appreciate fully the economic advantage of a much larger garden when he is in possession of adequate frozen food storage facilities? Home canning, while satisfactory, is in too many cases a tedious and hot job, and for this reason many people have gardens only large enough to satisfy their summer and fall needs. With a home freezer, the gardener may grow much more produce and package it for frozen storage in much less time than it can be prepared for the table.

"Has the man in the home been given an economic lesson in the savings that accrue from quantity vegetable and meat buying and subsequent frozen storage?

"However," he declared, "it is historically true that while a freezer designed for a suburbanite, for example, may prove adequate to meet his needs the first year or two of ownership, continued use and increased appreciation of freezer advantages usually makes him a prospect for a larger freezer in subsequent years. Thus, a dealer is provided not only with an initial prospect, but with a potential repeat customer," he pointed out.

Mr. Guild said further that this is one reason why it is important to the dealer that he create sufficient interest, through education and other good selling methods, to induce a customer to make a first purchase.

Mr. Guild stated that he is fully confident the potential market has not been overestimated, as many think it has.

"Increased freezer ownership, coupled with anticipated commercial, freezing developments make it appear probable the market will increase steadily and rapidly for the next decade."

Now With Iceberg

JACK BARAGAR

* * *

Baragar Heads Service For Iceberg Systems

NEW YORK CITY—Jack Baragar, formerly of Universal Cooler Corp., has been appointed service manager for Iceberg Refrigerated Locker Systems, Inc., here, it was announced. He will be in complete charge of service for the Iceberg Frozen Food Storage Units, soon to appear on the market.

During his 12 years in the refrigeration industry he has held such positions as commercial service engineer, service manager, application and field engineer, and an instructor in refrigeration schools for army personnel.

Freezer Prices

Igloo Foods 10 and 20 Cu. Ft. Models

CINCINNATI — Igloo Foods, Inc., received maximum price listings on its 10 and 20-cu. ft. frozen food cabinets from OPA. The cabinets are not to sell at prices higher than:

Model	On sales to—Distributors	Dealers	Consumers
10 cu. ft. frozen food cabinet	$205	$246	$410
20 cu. ft. frozen food cabinet	340	408	680

Ben Bar Sales Co. Models In Two Compressor Sizes

MILWAUKEE — Ben Bar Sales, Inc., here received notification of OPA ceiling prices established for its 14-cu. ft. food freezer when equipped with a ¼-hp. condensing unit and with a ⅓-hp. condensing unit. The prices follow:

Model	On sales to—Distributors	Dealers	Consumers
14 cu. ft. ¼ hp. condensing unit	$245	$294	$490
14 cu. ft. ⅓ hp. condensing unit	260	312	520

Prices For Two Models Made by Colton Co.

OWATONNA, Minn.—On sales to dealers and consumers, the following ceiling prices were established for two models of home freezers manufactured here by the Colton Equipment Co.:

Model	On sales to—Dealers	Consumers
22 cu. ft., ½ hp. condensing unit	$315	$525
16 cu. ft., ⅓ hp. condensing unit	255	425

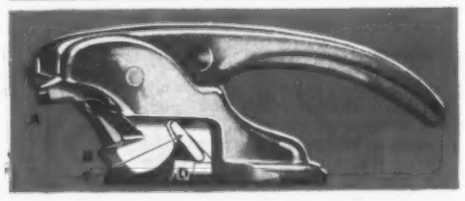
When it Trips ... it GRIPS

GRAND Rapids Brass Company presents the strongest, most positive automatic trip lock ever devised. Exclusive patented design permits fingertip operation. But once it's closed, there's constant pressure that assures an air-tight, heat-tight seal even against a worn gasket.

Materials and appearance meet the high standards you expect from this company. The lever is forged brass on a stainless steel pin. The bolt is extruded brass, the casing of special zinc alloy diecast under hydraulic pressure. Finished in mirror-like chrome.

This lock is available for all commercial refrigeration applications in 3 sizes, with adjustable strikes that provide a wide range of offsets. Write for descriptive circular giving specifications and prices.

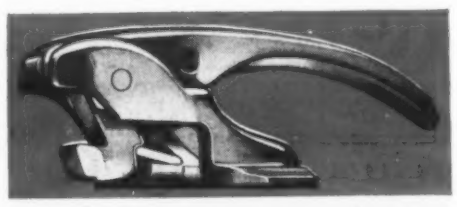
HOW IT WORKS



In this cutaway view, the handle has been pulled to open the door. This lowers the trigger (a), made in one piece with the lock (b). A metal plate (c) rests in a notch of the spring-actuated bolt (d) and keeps the trigger cocked.

HOW IT HOLDS

To trip the trigger, close the door. The bolt yields just enough to swing the plate past center. Now it exerts its power horizontally on the catch — a bulldog grip that never eases up.



Manufacturing a full line of hardware for commercial refrigeration

Grand Rapids Brass Company
Makers of Dependable Refrigerator Hardware for over 40 Years
Grand Rapids 1, Michigan

Proven by Performance
IDEAL
Speed-Freeze
PRODUCTS
FROZEN FOOD CABINETS • BEVERAGE COOLERS
IDEAL COOLER CO., 2953 EASTON, ST. LOUIS 6, MO.

Modern Bakeries Are Increasing Use of Refrigeration to Improve Production

At Least 10 Cooling Equipment Applications, Including Air Conditioning, Are Possible

LINCOLN, Neb.—Air conditioning and refrigeration are assuming an increasingly important role in the modern baking industry, believes Robert Smith, production manager at the Smith Baking Co. here.

In view of the growing importance of frozen bakery products, and the extensive remodeling and expansion programs of bakeries in all parts of the country, a huge postwar market is offered in this field.

Temperature control is the very core around which modern baked goods production is built, points out Mr. Smith. First, for uniform bakery products, dough must be aged and fermented in an air conditioned room in which temperature control and humidity are essential factors.

The old "look and feel" method used by the old-time baker has been shelved with the introduction of the sponge and dough method of producing dough, along with more and more scientific control throughout the production line. Temperature and time are now recognized as the major factors in uniform production methods.

NEED INCREASING

The need and demand for refrigeration in modern bakeries is increasing by leaps and bounds, Mr. Smith declares. Refrigeration is needed for cold storage purposes, dough room conditioning, break cooling, wrapping machine sealing, jacket cooling and ingredient water control, general air conditioning, water for drinking purposes, and the two latest additions to the list of "musts," the retarded dough box and storage for frozen bakery products.

Eight years ago, a 3-ton Baker ice machine took care of the refrigeration and air conditioning duties at the Smith plant, while now a 10-ton machine is used and plans for further refrigeration facilities are underway. The 10-ton machine not only takes care of dough conditioning and refrigeration needs on the production and storage line, but provides air conditioning for the offices, the salesmen's rooms, and a separate retail shop which occupies one corner of the plant. Ashberger Weathermaker equipment and conditioned dough room are integral parts of the production machinery, along with an Anets air conditioned proofer.

TREND TO SMALLER UNITS

Ten years ago the average bakery had a large compressor, a brine tank, and a sweet water tank. The brine was circulated through the dough room coils, and later on to the mixer jackets, and through the coils of the yeast box and cold storage room. The sweet water tank supplied the ingredient water.

In recent years it has been found to be more economical to split the load up into smaller units for economy's sake, and hundreds of bakery operators are planning to do just that as soon as equipment is available. It is estimated that almost half of the refrigerating plants in bakeries today, where only the one unit is used, are undersized.

INDIVIDUAL UNITS

Another disadvantage of the one large refrigeration unit is that it must be run all the time, even though the bakery be shut down over a week-end, just to hold the cold storage room and the yeast box at the required temperature. This is a load of only a little over 3 tons, unless an unusually large reserve of cold brine is available. Obviously, this is a waste of both electricity and water.

Today's modern baker is installing a small individual unit in his cold storage room, carries his daily supply of yeast in a household type refrigerator, runs his air conditioners and bread coolers with spray type coolers, conditions his dough room with a modern spray or steam jet unit, thus controlling both temperature and humidity, cools his ingredient water with one of the modern instantaneous coolers and chills enough water or brine only for the jackets.

A new and successful method is to use a small 3-hp. unit expanding the refrigerant directly into the jacket, thus eliminating the brine cycle entirely. This method is said to have been used for some years on paint mixers, and its extension to the bakery field will be general in a few more years.

CONDENSER MARKET

Salesmen of commercial refrigeration have a large field to work in the matter of condensers in bakery refrigerator plants. The old double-pipe condensers have given ground to the shell and tube type in various forms, while evaporative condensers are being introduced successfully. As this unit is cooled with a fan, it should not be installed where it will become clogged with flour dust.

The lower the head pressure, the less power required, but to secure low head pressures the plant must have colder condensing water, which brings up the matter of a cooling tower. Mr. Smith states that a cooling tower will cut condensing water costs as much as 50% or even more.

Mr. Smith thinks that probably there is no piece of equipment in a bakery that needs more maintenance and gets less than the refrigerating plant. Aside from poor design and makeshift equipment, this is one of the chief sources of high costs. Several efficient chemicals are available for cleaning jackets and clogged lines, and their use will cut down costs. The same applies to condensers, particularly the double-pipe variety, and to water and brine coolers of all types.

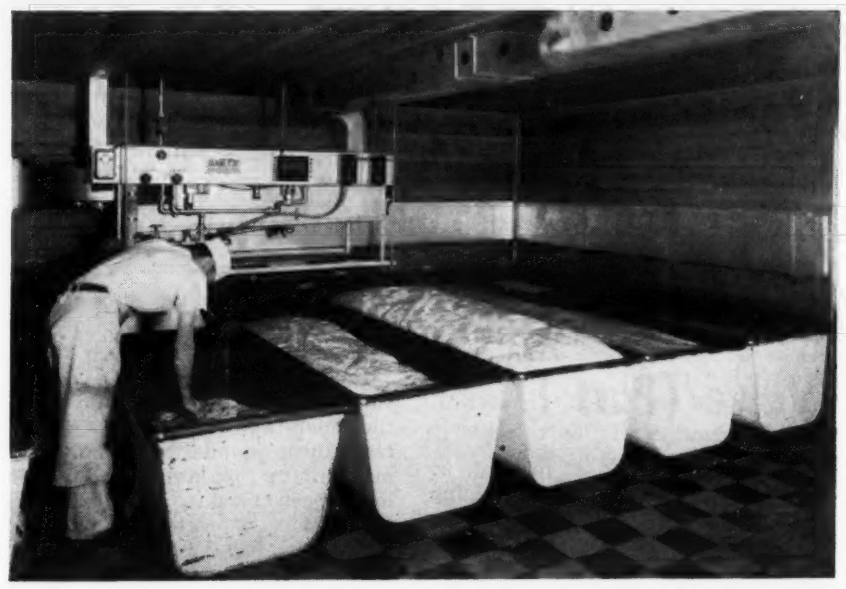
POSSIBLE ECONOMIES

Economies also may be effected by occasional inspections to see that brine lines are properly covered with insulation. Uncovered water tanks and poorly insulated cold rooms also put an unnecessary burden on the refrigerating plant.

A large percentage of the bakeries over the country are not equipped at the present time for air conditioning on a large scale in wrapping rooms, offices, retail stores, etc., as is the Smith plant in Lincoln, but it is considered certain that "comfort cooling" is headed for a very large increase as equipment is available.

These bakery operators will purchase the efficient unit cooling units which will do a very satisfactory job at not too high a cost. The same will apply to drinking fountains, where the independent unit has taken precedence over the central circulation system in the average bakery.

Air Conditioning Controls Aging of Dough



Under conditions of temperature and humidity that are carefully controlled by air conditioning, dough is aged and fermented in the Smith Baking Co.'s plant in Lincoln, Neb., a wide user of refrigeration.

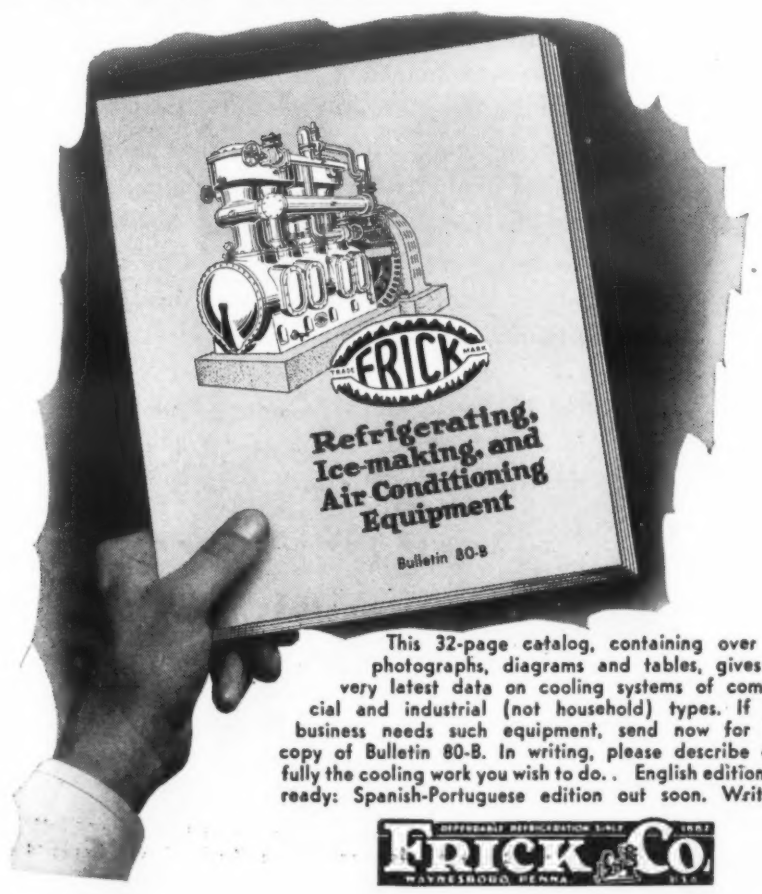
Just what the production and merchandising of frozen bakery products will mean to the refrigeration manufacturers and dealers in the immediate future is hard to say, but it is certain to be important before many years pass. The Associated Retail Bakers of America at the Chicago convention March 25 and 26 will feature frozen bakery products. The great number of inquiries on the subject caused the association to give it the top spot on the program.

Lee Heads Wesco Branch

SIOUX CITY, Iowa—John G. Lee has been appointed manager of the Sioux City, Iowa, branch of the Westinghouse Electric Supply Co.

From 1939 to 1942 Mr. Lee was manager of the Fort Wayne, Ind., branch, entering the United States Air Corps in June of that year. Until rejoining the company last November he served as Air Corps supply officer for the Pacific Division of the Air Transport Command.

Just off the Press



This 32-page catalog, containing over 150 photographs, diagrams and tables, gives the very latest data on cooling systems of commercial and industrial (not household) types. If your business needs such equipment, send now for your copy of Bulletin 80-B. In writing, please describe carefully the cooling work you wish to do.. English edition now ready: Spanish-Portuguese edition out soon. Write to

FRICK CO.
WAYNESBORO, PENNA.

The RIGHT Control for EACH Application gives BEST Results!

Milk, Beverage, Water Coolers	*L480B Temperature Control*
Reach-In Meat Cases	*Polartron System of Automatic Defrosting W90 Temperature Control plus P420B Pressure Control*
Soda Fountains, Ice Cream Cabinets	*P420B Pressure Control or L480B Temperature Control*
Walk-In Meat Boxes	*TA420 Frigistat plus W55A Relay plus P421B Pressure Control*
Locker Storage Units	*T414A Temperature Control plus L413A or P421B Pressure Control*
Vegetable Cases	*W90A Temperature Control plus P420B Pressure Control*
Home Freezers, Low Temperature Cabinets	*L480B Temperature Control*

Other M-H Controls are readily available for all types of applications. Minneapolis-Honeywell Regulator Company, 2807 Fourth Avenue South, Minneapolis 8, Minnesota. Branches and distributing offices in all principal cities.

The POLARTRON SYSTEM *of* FROST FREE REFRIGERATION

MINNEAPOLIS Honeywell
CONTROL SYSTEMS

Refrigeration Problems
And Their Solution

By P. B. Reed

For Service and Installation Engineers

Manager, Refrigeration and Air Conditioning Division, Perfex Corp.

The Low-Side Float Valve (Part 1)

Although little used at present, no discussion of devices for feeding liquid refrigerant into the evaporator would be complete without inclusion of the low-side float valve.

As the name implies, it is a valve operated by a float mechanism in the low pressure side of the system. Like the high-side float valve, it maintains a more or less constant level of liquid in the float chamber. However, it differs from the high-side float valve in two major respects:

(1) In the low-side float the float chamber and the liquid and float ball therein are on the *low-pressure* side of the system and the needle valve is at the *inlet* of the chamber, whereas, in the high-side float valve, the float chamber and the liquid and float ball therein are on the *high-pressure* side of the system and the needle valve is at the *outlet* of the chamber.

(2) In the low-side float valve the valve *closes* as the liquid level in the float chamber rises to the maximum level, whereas, in the high-side float, the valve *opens* as the maximum liquid level is reached.

In construction the low-side float valve may be likened to the valve in the flush-tank of a toilet seat. In fact, these standard mechanisms for maintaining maximum water level have been used to maintain a full sump tank of water in evaporative condensers.

BUILT IN AS PART OF THE EVAPORATOR

As a refrigerant valve, the low-side float valve maintains a full tank or chamber of liquid that is connected to and an integral part of the evaporator. The float chamber is really a part of the evaporator, and can be considered as a combination header, float chamber and accumulator.

WHOLE MECHANISM MOUNTED ON THE FLOAT HEAD

Ordinarily the valve seat is in the front head of the float chamber, as shown in Fig. 1. Attached to this head is the lever and ball that operate the needle. The liquid line is brought to a liquid service valve mounted on the head just over the needle valve.

The vapor boiled off from the evaporator and the float chamber passes out through the head, through a suction service valve mounted on the head and thence back to the compressor through the suction line.

Heat from the refrigerator passes into the evaporator, causes the liquid sulphur dioxide to boil and the boiled-off vapor to gather in the space above the liquid level in the float chamber (which is usually called a "boiler") and is drawn out by the action of the compressor.

TENDS TO MAINTAIN A MAXIMUM LIQUID LEVEL

Thus some of the refrigerant leaves the evaporator and this tends to lower the liquid level in the boiler. This causes the float ball to drop and pull the needle away from its seat, letting into the boiler enough refrigerant to make up for the loss. When enough liquid enters, the float ball rises and pushes the needle back toward its seat, shutting off the liquid.

In this manner the float valve maintains a fairly constant level of liquid in the boiler. Actually there is little fluctuation of liquid level during operation of the compressor, for the needle is held just far enough off the seat by the float ball to make up for the boil-off and maintain the constant liquid level.

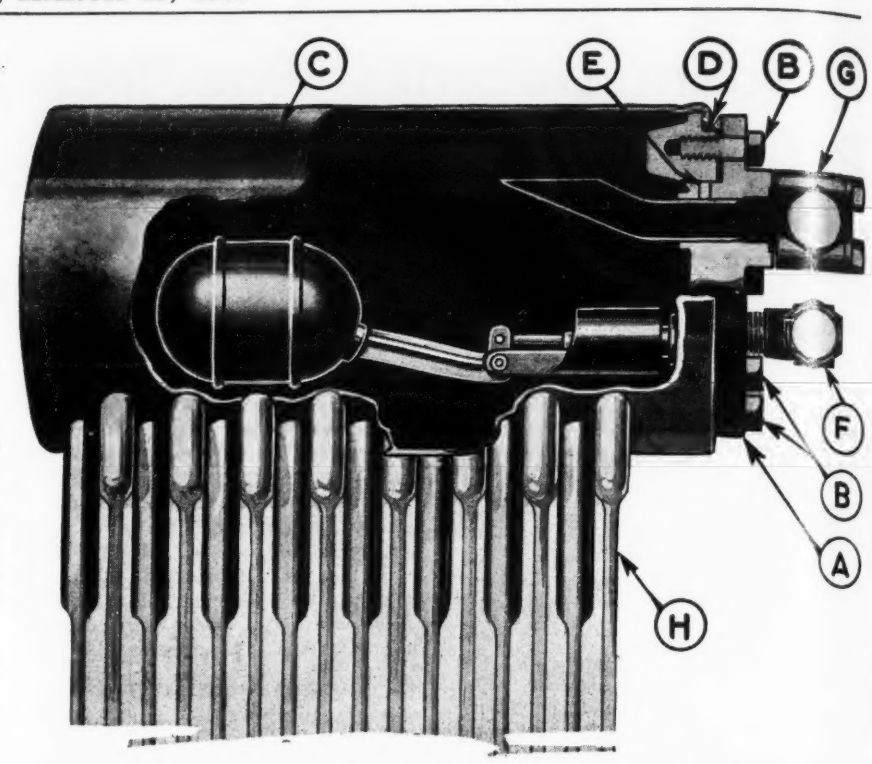


Fig. 1—Cut-away showing evaporator with low-side float valve. A. Float Head. B. Cap Screws. C. Boiler Shell. D. Silver-soldered joint. E. Gasket. F. Liquid Valve. G. Suction Valve. H. Copper tubes.

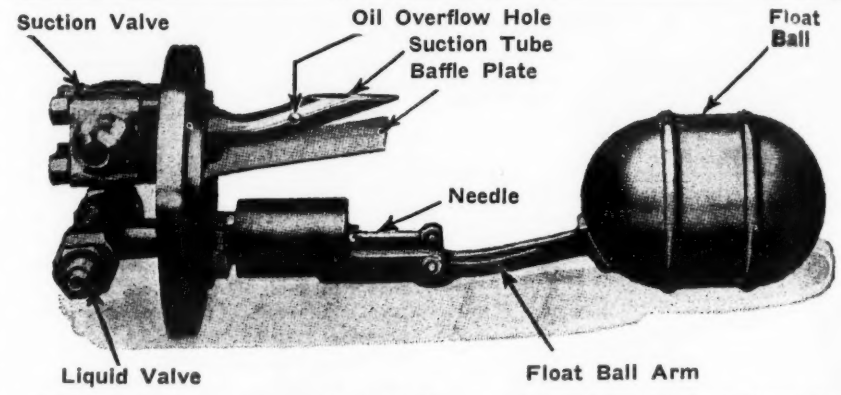


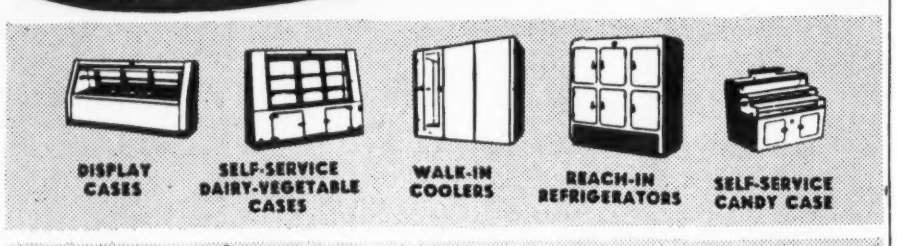
Fig. 2—Float head assembly including service valves, head suction tube, baffle, and the float valve itself.

JORDON

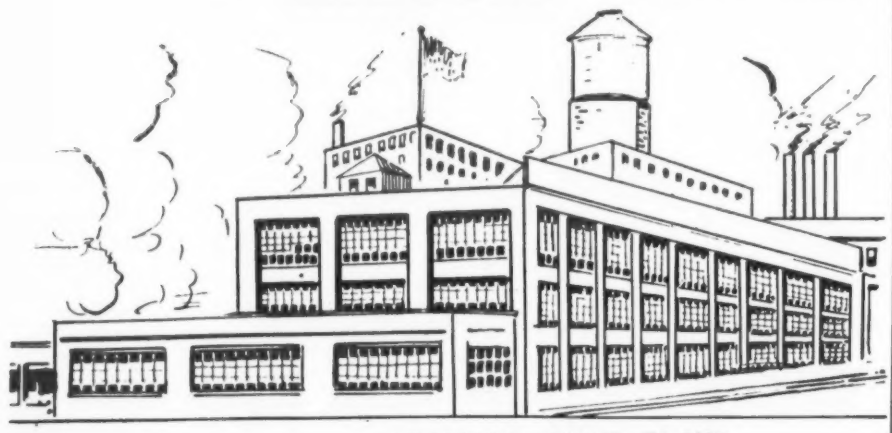
AMERICA'S BEST COMMERCIAL LINE!

Refrigerators

BEST IN OPERATION · BEST IN VALUE · BEST FOR YOU



A FOR OF MODERN PLANT MANUFACTURE REFRIGERATION



JORDON'S PHILA. PLANT

Revolutionary improvements are made possible at Jordon's streamlined plant. Advanced engineering and craftsmanship in every branch of Jordon's modern plant operation, will bring to the trade the finest complete line of commercial refrigeration equipment.

INQUIRE NOW FOR COMPLETE DETAILS ON AMERICA'S FINEST COMPLETE LINE OF COMMERCIAL REFRIGERATION EQUIPMENT

JORDON REFRIGERATOR COMPANY
SALES DIVISION
235 No. BROAD ST., PHILA. 7, PA.
Phone RITtenhouse 6359
FACTORY—PHILADELPHIA, PA.

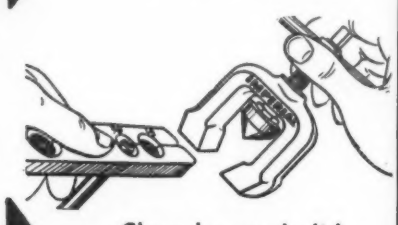
FASTER AND EASIER FLARING BECAUSE IT'S

Self-Clamping

IMPERIAL NO. 295-FS FLARING TOOL

HERE ARE THE THREE SIMPLE STEPS IN MAKING A FLARE . . . . . .

1 Spread bar and insert tubing in proper opening.



2 Close bar and slide yoke over hinged end of bar.

3 Center spreader cone over tubing and turn compressor screw down firmly. The result—a perfect 45° flare.

With the new Imperial Self-Clamping Flaring Tool you merely insert tubing, slide self-clamping yoke over the wedge-shaped bar and flare. What could be more simple?

No nuts, levers or other devices to be tightened , , , the wedging action of the forged steel yoke takes care of all that by holding the tubing tightly in the bar for a quick flaring job. You cannot find a more convenient, speedier tool for making 45° flares for SAE flared joints than this Imperial Self-Clamping Tool.

No. 295-FS Imperial Self-Clamping Flaring Tool for 1/4", 5/16", 3/8", 1/2", and 5/8" outside diameter tubing. Price each.....$4.50

See Your Jobber

THE IMPERIAL BRASS MFG. CO.
565 S. Racine Ave., Chicago 7, Ill.

IMPERIAL

Fittings • Valves • Dehydrators • Filters • Floats • Charging Lines
Tools for Cutting, Flaring, Bending, Coiling, Pinch-Off and Swedging

3-Hp. Package Unit Works the Year Around To Air Condition 9-Room Dental Suite

DURHAM, N. C.—Installed in a darkroom closet, a 3-hp. Chrysler Airtemp "packaged" air conditioner has for eight years air conditioned the nine-room dental suite of Dr. L. M. Edwards, here.

The air conditioner, installed to provide comfort for patients and other occupants of the suite through control of temperature and humidity, has served its purpose exceedingly well, according to Dr. Edwards.

The system is used constantly each summer, and the air-circulating and filtering functions of the unit are used during the winter months when cooling is not required. In this way, odors from the laboratory are eliminated, and patients may smoke in the waiting room without leaving stale smoke odors in the office, Dr. Edwards says.

Commending the comfort furnished to the staff, as well as to his patients, Dr. Edwards adds:

"We would most reluctantly go back to open windows and excessive summer heat and humidity during our working hours in this office."

Last summer, when Dr. Edwards was desirous of adding approximately 150 sq. ft. of floor space to his laboratory, he consulted with Nicholson, Inc., about the advisibility of adding this increased load to the air conditioner. Consequently, the Nicholson company ran a duct extension from the main branch which supplied the waiting room to the laboratory.

Since this addition, the air conditioner still operates very satisfactorily, and conditions from office to office do not noticeably vary, it is reported.

The doctor's suite consists of a business office, waiting room, retiring room, dark room, three well-equipped dental chairs, a small sterilizing room, and a laboratory.

Utilities Back Research To Perfect 'Heat Pump'

BIRMINGHAM, Ala. — Perfection of the use of the heat pump in electric heating and cooling of homes is the object of a research program established by the Southeastern Electric Exchange at the Southern Research Institute here, it was announced by the Alabama Power Co. and Birmingham Electric Co., members of the exchange.

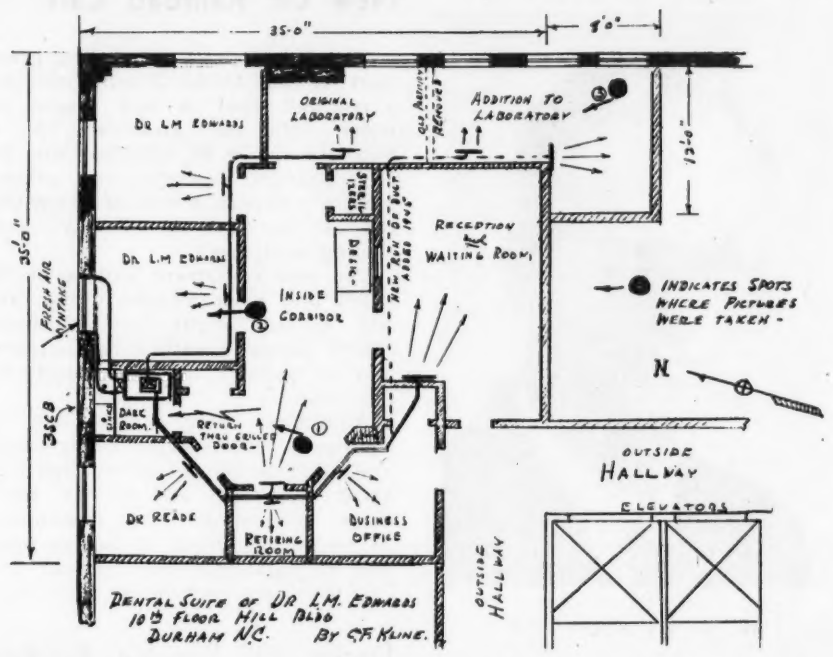
Any discoveries and refinements in the field will be made available to all manufacturers of equipment, according to the announcement.

The heat pump, or "reverse cycle" refrigeration system, is not a recent development.

The problem at hand is to develop the heating cycle to permit winter heating. The research project is endeavoring to accomplish this, and to develop suitable controls for it and modifications to improve its efficiency.

The heat pump research will be under the direction of Dr. E. N. Kemler, former mechanical engineering professor at Purdue university, stated Dr. W. A. Lazier, director of the Research Institute.

Conditioner In Darkroom Cools Dentist's Office



Lines leading from the 3-hp. Chrysler Airtemp packaged conditioner, installed in the darkroom, show how the air is ducted to the nine rooms in this dentist's suite.

Petrone, Ex-Army Captain, Rejoins Ice-Air Co.

NEW YORK CITY — Don V. Petrone, formerly a captain in the Air Technical Service Command of the Army Air Forces, has rejoined the Ice-Air Conditioning Co. as vice president in charge of sales.

Before his entry into the Army, Mr. Petrone was export manager of Ice-Air's division, the Typhoon Air Conditioning Co., having spent three years supervising that firm's activities in South America.

Mr. Petrone's new duties will include the promotion of Typhoon evaporative condensers and spray coolers; Prop-R-Temp self-contained units and air conditioning units; and Monsoon heating, direct expansion, and water coils.

C. A. McKeeman Appointed Asst. to ASHVE Head

NEW YORK CITY—The American Society of Heating and Ventilating Engineers announces the appointment of Clyde A. McKeeman as assistant to the president of the Society.

Mr. McKeeman will represent the Society in securing the interest and participation of industry in the Society's research activities. Graduated from the University of Maine in 1923, with a degree of B.S. in mechanical engineering, he received his M.S. degree in 1931 from Harvard University School of Engineering.

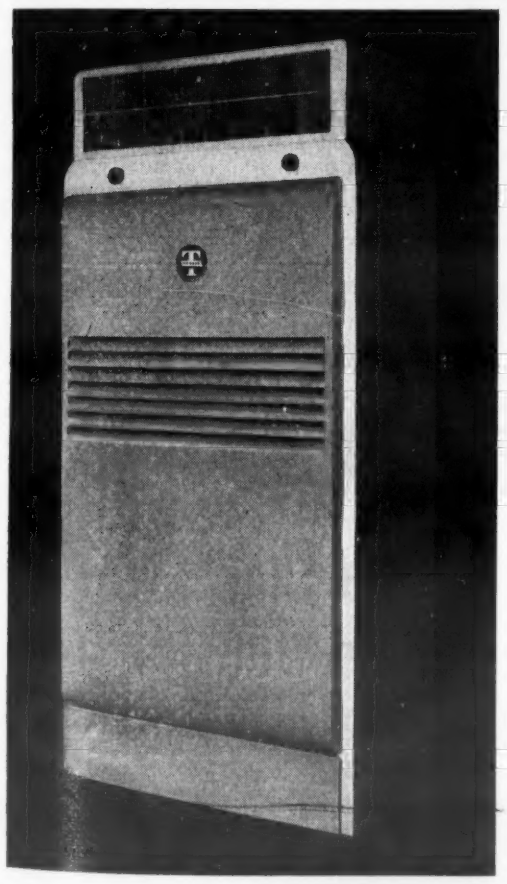
He started his engineering career with Westinghouse and in 1926 entered the field of engineering education on the staff of Case School of Applied Science. Later he was director of the evening division, and served as Director of War Training at Case School.

During his entire professional career, Mr. McKeeman's work has been in the heating, ventilating, air conditioning, and power plant field, and he has served as a consultant in the design of heating, ventilating, and cooling systems, and in the fields of combustion and power plant design.

New Appliance Firm Starts In Los Angeles

LOS ANGELES — Better Homes Appliance Co. is the firm name under which Rowland S. Spillman has established a business at 6517 South Broadway here.

TYPHOON PRODUCTS FOR AIR CONDITIONING NEEDS



OVER 35 YEARS

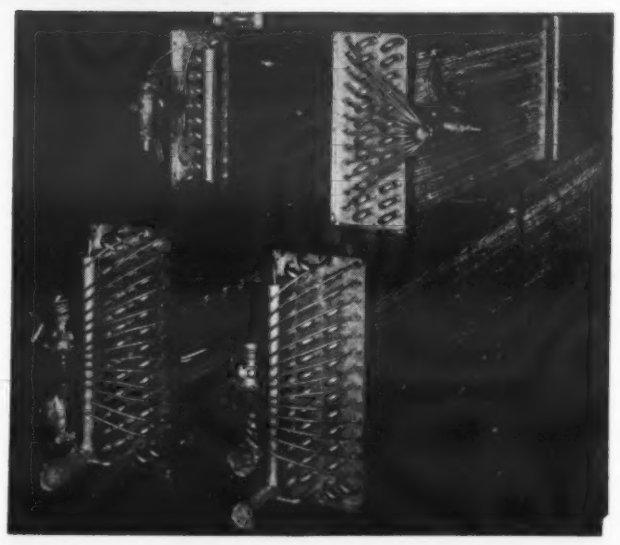
of "know-how" have gone into the manufacture of TYPHOON products . . . 35 years of painstaking research and improvements. This tested air conditioning equipment assures you of smooth performance in all types of conditioning systems.

TYPHOON PROP-R-TEMP

3 and 5 ton self-contained air conditioning units . . . available in limited quantities. These units are easy to install, inexpensive to operate. All moving parts are completely accessible.

MONSOON COILS

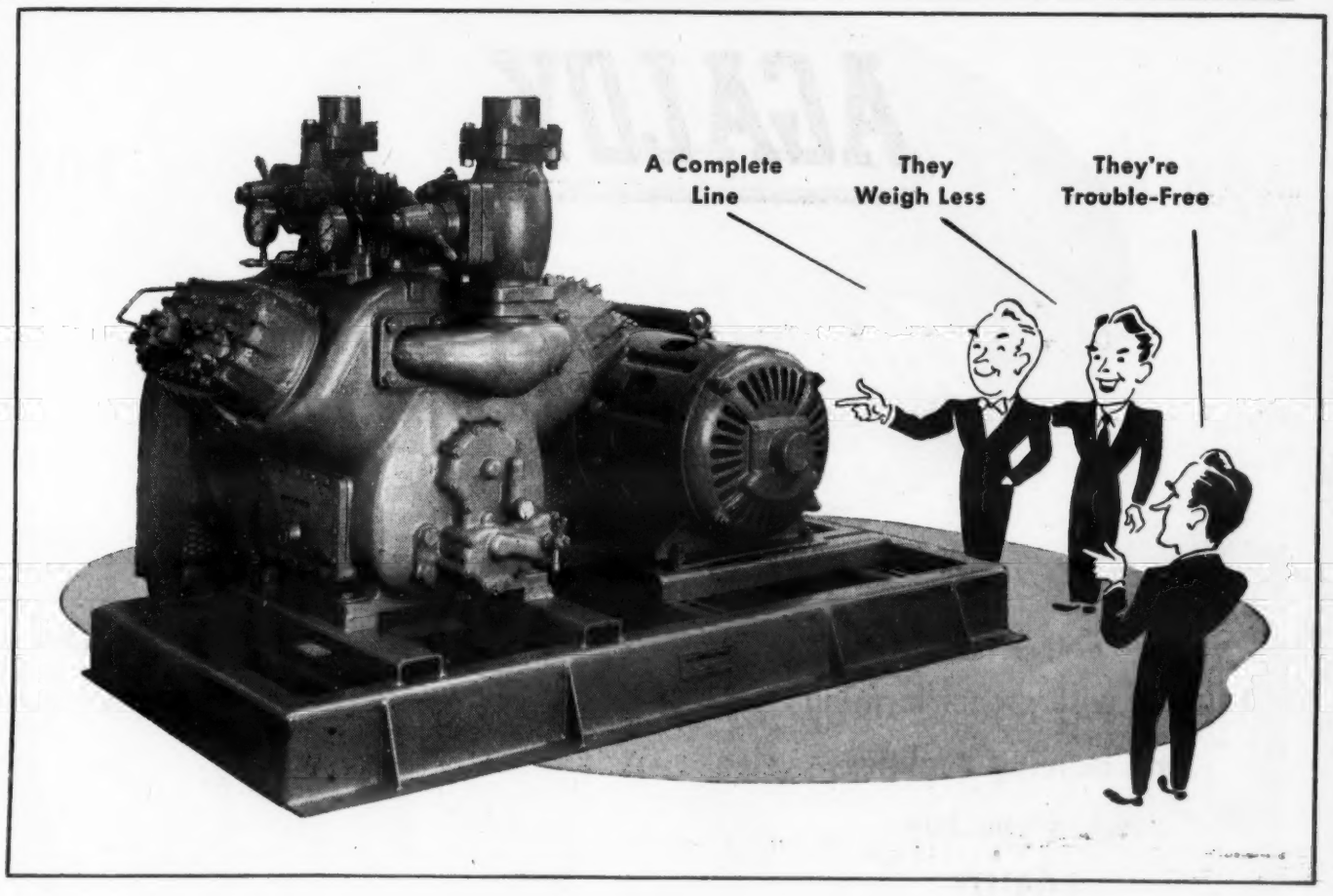
All coils (Direct Expansion, Water Cooling, Heating) are fabricated to specification in any size or shape. Illustrated: Direct Expansion and coils for water cooling are designed to provide for even distribution of liquid. Prompt delivery.



TYPHOON PRODUCTS
- Prop-R-Temp Self-Contained Air Conditioning Units, 3 and 5 tons
- Typhoon Evaporative Condensers
- Typhoon Spray Coolers (Air Washers)
- Prop-R-Temp Air Conditioning Units
- Monsoon Heating Coils (2-Header and Non-Freeze Types)
- Monsoon Direct Expansion Coils
- Monsoon Water Coils (Continuous Tube and Free Drain Types)

TYPHOON PRODUCTS

ICE-AIR CONDITIONING CO., INC.
794-6 UNION STREET
BROOKLYN 15, N. Y.



New low-pressure-refrigerant compressors ease selection, installation and maintenance

This new, complete line of Worthington Compressors for low pressure refrigerants with positive partial-capacity control . . . ranging from 2 to 125 horsepower in three cylinder sizes . . . makes it easier for you to select the right compressor for any air conditioning project.

Simplified construction strips them of excess weight, yet retains the durable ruggedness that is characteristic of all Worthington products. Naturally, they have famous Worthington Feather* Valves . . . simplest, lightest, quietest, most efficient ever designed for compressor use. That means more refrigerating effect per horsepower, quieter operation, longer life.

These new compressors are what maintenance men have longed for. Simple construction, easy accessibility to all moving parts, renewable bearings — and in the larger sizes, cylinder liners and force-feed lubrication — all combine to guard against down-time.

Advantages of Worthington "Integration"

When Worthington builds these new compressors into refrigerating units . . . with water-cooled or evaporative condenser operation . . . Worthington Multi-V-Drives . . . high-starting-torque, low-starting-current motors . . . high and low pressure safety controls — you get units that have low first cost, occupy less space and keep operating expense at a minimum. That's because Worthington makes so many of the "inner vitals" of an air conditioning system that it is in the best position to combine them into the economical, efficient "integrated" system you want.

For further proof that *there's more worth in Worthington*, consult your nearby Worthington Distributor before your plans are too far advanced — or write to *Worthington Pump and Machinery Corporation, Harrison, N.J. Specialists in air conditioning and refrigeration machinery for more than 50 years.*

*REG. U. S. PAT. OFF. A8-10

WORTHINGTON

Air Conditioning

Two are Named to Ebco Sales Positions

ROBERT L. COON

W. L. WINCHESTER

* * *

Winchester and Coon Join Ebco Staff

COLUMBUS, Ohio—Two additions to the sales staff of Ebco Mfg. Co., makers of refrigerated electric drinking water coolers, are announced by A. R. Benua, general manager. W. L. Winchester will become assistant sales manager and Robert L. Coon will take charge of the firm's Rocky mountain states area headquarters in Denver.

Formerly engaged in commercial refrigeration sales management in the midwest, Mr. Winchester in his new post will assist Lee C. Love, general sales manager, in both the Oasis Cooler division and the Kelvinator Cooler division. In addition, he will direct Ebco's national advertising, sales promotion, and sales training program.

As district manager of the Rocky Mountain area, Mr. Coon will cover the states of Colorado, Wyoming, Montana, Idaho, Utah, New Mexico, and Arizona, Mr. Benua said. Since he holds a commercial flying license and owns his own plane, Mr. Coon will cover his district by air.

Soda Fountains to Feature New UP Railroad Cars

OMAHA, Neb.—G. F. Ashby, president of the Union Pacific railroad, announced that it has placed an order with the American Car & Foundry Co. of St. Charles, Mo., for 65 aluminum superstructure passenger-train cars at a cost of $6,000,000, the cars to have modern air conditioning equipment.

The new equipment will be of the latest and most modern design and will include eight lunch counter diners equipped with soda fountains and refrigerated storage cabinets for ice cream.

Additional cars which will be equipped with special refrigeration units include six dormitory club cars fitted with bar and lounge seats, three cafe-lounge cars containing 24 seats for dining, 24 lounge seats and an eight-seat card section; and 13 forty-eight passenger diners.

Dealer Will Remodel Building

BUFFALO — C. A. Bayles, Inc., retail appliance dealer here, has announced the purchase of the three-story Keller building now occupied by the firm. Remodeling to the tune of $15,000 is being planned for this spring.

After remodeling, display area totaling 21,000 sq. ft. will be provided, Mr. Bayles explained. Later, when building materials are plentiful again, the firm plans to build a new store front.

Although the purchase price of the Keller building was not made public, the assessed valuation is $55,190.

Classes at 'Drive-In' Appliance Store Keep Dealer's Whole Staff Up-to-Date

KANSAS CITY, Mo. — Donaldson Radio & Electric Co., an established radio repair firm here, has recently undergone a $10,000 remodeling job. The company has allocated 18,000 sq. ft. for the purpose of building a sales floor to display the complete line of leading-brand appliances which is being installed.

Over 15,000 motorists swing into the Donaldson driveway each year, as 65% of the firm's service activities is devoted to servicing car radios. The modernization plans call for an arrangement whereby these motorists may view the appliance showroom as they drive up the inside driveway, according to C. W. Donaldson, president.

By replacing the brick wall, which separates the driveway from the lobby and the appliance showroom, with plate glass, the entire lobby may be converted into an attractive display for the car radio repair customers.

For 24 years radio repair specialists and topnotch technicians on sound and electronics servicing, the firm now plans to install an all-around appliance repair department which will service general household appliances such as irons, toasters, percolators, etc. Not planned as a money-making venture, this division is considered a necessary supplement to the appliance sales department.

Favoring photography as a promotion medium, Mr. Donaldson recently assembled a series of pictorial brochures to publicize the new appliance sales department. Photographs of the new showroom, of Donaldson repair technicians at work, a shot of Mr. Donaldson seated at his desk, and one of the receptionist in the lobby are all represented in the group.

A school, attended by all 15 members of the maintenance staff and the entire office personnel, has been established for the purpose of keeping employes up-to-date on current trends in the appliance field. Engineers are trained in the fundamentals of servicing sound and sight equipment.

The regular Tuesday night educational sessions are presided over by Donaldson's shop foreman, but instructors frequently are well-known figures in the electrical and electronics industry. Lectures, classwork, and examinations comprise the educational program. The more intricate aspects of electronics are simplified by means of animated diagrams on the screen.

Vet Training Procedure Changed In Nebraska

LINCOLN, Neb. — Refrigeration and air conditioning dealer, service, and manuacturing establishments in Nebraska, which have been foremost among the firms providing on-the-job training for veterans under the provisions of the G. I. bill of rights, must follow a new procedure in making application for approval in veterans' training from now on, it was announced by Superintendent of Public Instruction Wayne Reed.

The superintendent's office has charge of approving such applications, and he said that the former system of having local school personnel make inspections of training facilities of business establishments has been discarded, because of the large increase in number of applications from firms.

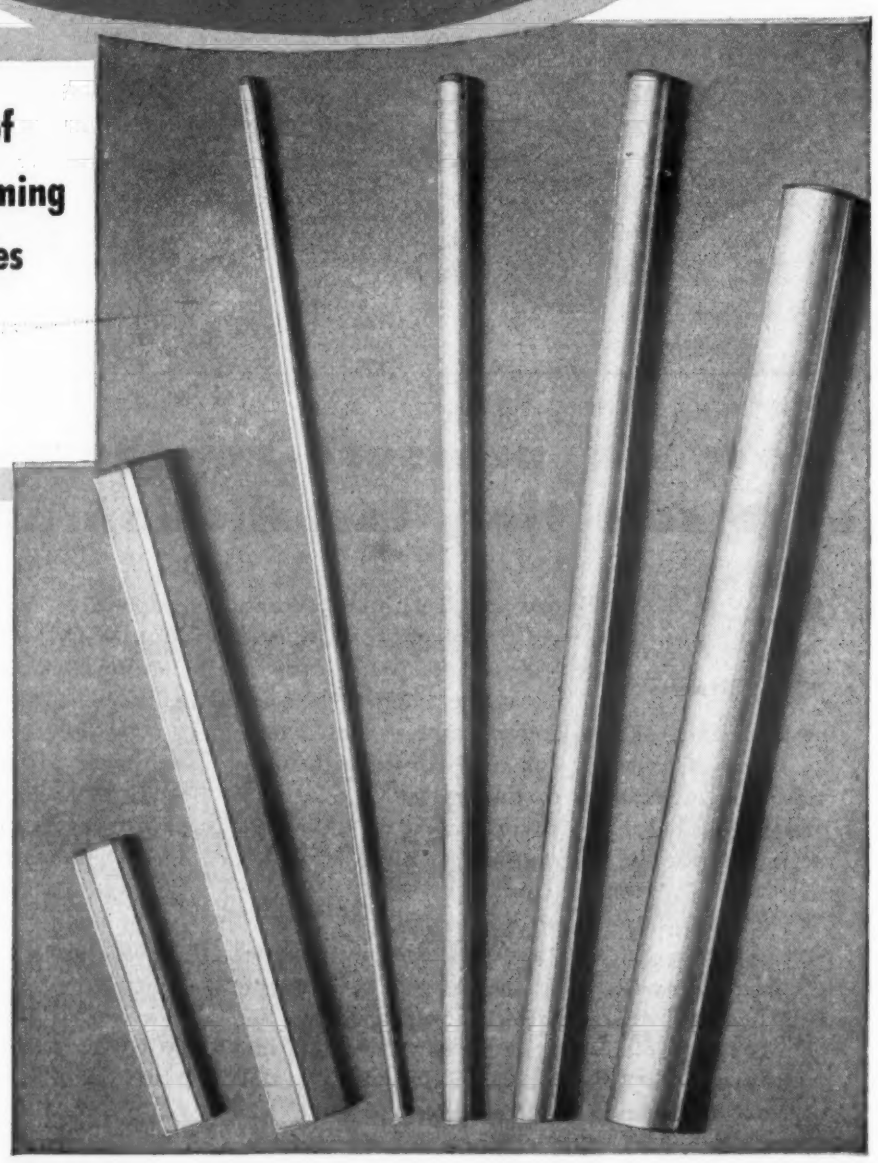
Under the new procedure as outlined by Superintendent Reed, employers in Nebraska will make application to the U. S. Employment Service. Representatives of the latter will aid in the filling out of forms which specify the type of training to be offered, number of veterans who can properly be trained at one time, wage scale, length of training, and adequacy of equipment and supervision.

A course of training for each employment objective for which training is to be offered also must be submitted. Applications will then be sent to the state superintendent's office.

The committee which passes upon applications of firms must decide what a veteran would receive as a trained employe on a particular job in a particular community; what he should receive as a beginner, and if the applying firm will meet this figure.

AGALOY
Corrosion Resistant
TUBING

You may be sure of tubing with proper forming and bending qualities when you buy AGALOY



Consider these reasons—

1. Careful annealing.
2. High strength.
3. Corrosion and heat resistant.

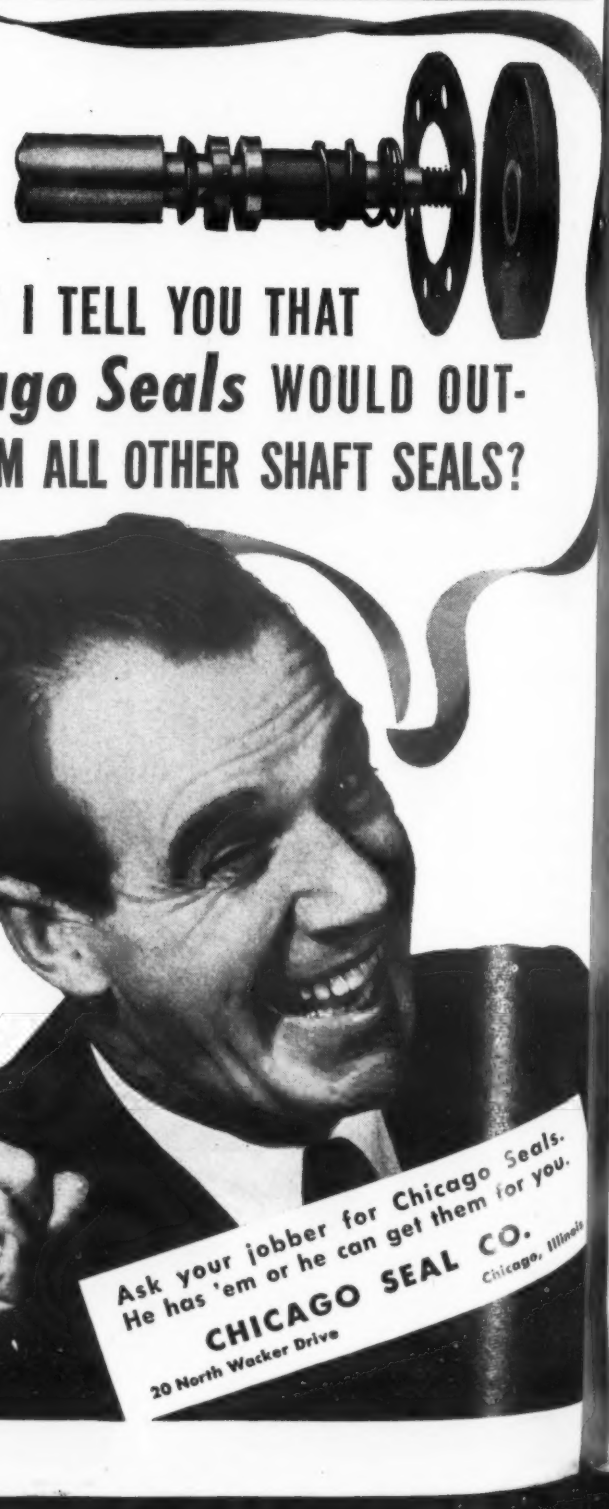
Accurate, cold drawn AGALOY tubing manufactured in seamless and welded is available in the following metals—

- L NICKEL
- INCONEL
- NICKEL
- MONEL metal
- 18-8 STAINLESS

Sizes 5/8-inch O.D. and smaller.

For all *small tubing* requirements AGALOY manufactures cold drawn low carbon, high carbon and alloys in sizes up to and including 5/8-inch O.D. *Write for catalog.*

AGALOY TUBING COMPANY • 75 WEST STREET, NEW YORK 6, N. Y.
Chicago Office: 221 North La Salle Street, Chicago 1, Illinois • *Mills:* Springfield, Ohio


DIDN'T I TELL YOU THAT
Chicago Seals WOULD OUT-PERFORM ALL OTHER SHAFT SEALS?
They save time and build good will.
Ask your jobber for Chicago Seals. He has 'em or he can get them for you.
CHICAGO SEAL CO.
20 North Wacker Drive
Chicago, Illinois

Meats Offer Greatest Potential Volume Of Frozen Foods, Gov't Expert Believes

Pre-cooked Frozen Foods Are Not a Freak, But Have Important Commercial Possibilities

Editor's Note: There is a revolution in process in the food handling industry, a revolution that will open a tremendous new market for refrigeration equipment. More varieties and greater amounts of foods are being quick-frozen now and the trend is sure to continue. Pre-packaging is also an important development which will result in broader use of refrigeration.

Last week in the NEWS F. L. Thomsen, head of the Bureau of Agricultural Economics' Division of marketing and transportation research in the U. S. Department of Agriculture, discussed some phases of this revolution, and in the accompanying article he outlines developments in frozen meat and pre-cooked frozen foods.

"Many people seem to think of frozen foods in terms only of fruits and vegetables. That is probably a mistake. The greatest potential volume of frozen foods is in meats, fish, poultry, and other products. Pessimists point to the fact that frozen meats do not enjoy the same relative advantages as frozen fruits and vegetables. Their quality is not superior in essential respects to that of the product as now sold and the convenience in preparation and cooking is not greatly different, declared Mr. Thomsen.

"Although no reliable data is available, it is almost certain that the cost per pound of product sold will be greater for frozen meats than for fresh, although this should not be true if allowance is made for the elimination of bone and trim. It should also be remembered that the extra cost of frozen meats, consisting largely of the cost of cutting and packaging, and of additional refrigeration costs in wholesaling and retailing, to a considerable extent if not entirely would be offset by savings in labor in the retail store, savings in transportation costs, and more effective utilization of waste products.

"In fact, it is not at all improbable that if all meats were marketed in frozen pre-packaged form the net cost per pound of edible meat from producer to consumer would be reduced.

FOUR ADVANTAGES

"Frozen meats also have certain definite advantages which seem to be frequently overlooked:

"(1) They are adaptable to standardization of weight and quality, so that the consumer who buys a package of branded frozen steak or roast, for example, can count on getting just about the same product day in and day out.

"(2) Frozen meats are much better adapted to self-service retailing than even pre-packaged fresh meats, and this is very important in view of the trend towards self-service retail merchandising of food.

"(3) Frozen meats are adaptable to branding and advertising, which will furnish an incentive to packers.

"(4) Frozen meats permit a much more desirable distribution of the uneven seasonal production of meats, which should tend to increase over-all consumption and reduce price variations.

OBSTACLES TO GROWTH OF FROZEN MEATS

"The chief obstacles to the commercial development of frozen meats are: (1) the antagonism of retail butchers whose livelihood would be endangered by centralized cutting operations; (2) the cost of equipping packing plants, branch houses, and retail stores with low-temperature equipment; and (3) the higher price per pound of purchased product (not necessarily per pound of edible product) to consumers due to the elimination of bones and waste.

"But similar labor objections did not prevent the coming of talking pictures, the cost of equipping theaters for sound likewise was not an unsurmountable obstacle, and the extra costs of producing and merchandising sound films did not prevent the public from patronizing theaters that offered the improved product.

"It is to be expected, likewise, that in the course of time frozen meats will overcome these obstacles. More than likely, however, this will come about rather gradually, perhaps through the introduction of one frozen specialty item after another, and with smaller packers or self-service chain stores taking the lead in offering more complete lines of frozen meats.

"Probably the pre-cutting and packaging of fresh meats will precede the advent of frozen meats in many chain stores and super-markets, and some packers also may get into this field as a preliminary to freezing operations.

"Considerable research has been done by meat packers, manufacturers of packaging materials, and others, on problems involved in freezing, packaging, and storing meats. What is most needed now is a thorough test of consumer reactions to frozen meats, including different cuts and styles of pack. Experiments in retail store lay-out and equipment also are needed. The Bureau is now arranging for rather extensive research of this sort.

PRE-COOKED FOODS

"Many people look upon pre-cooked frozen foods as merely an interesting technological freak which might develop commercially for limited uses at some vague future date, but is not now a matter for practical consideration—something like atomic power. My own view is that they have important commercial possibilities within even the next 10 years.

"The dining-car service of a large railroad company for some time has been drawing up plans for facilities to prepare pre-cooked frozen foods for use on its cars. A New York company is pre-cooking and freezing highly attractive meals to be heated on board airplanes in an electronic cooker before serving. A large ice cream manufacturer has converted one of his plants to the output of frozen pre-cooked specialty foods. Various pre-cooked frozen items such as chicken a la king and chow mein have been sold in frozen-food stores for some time.

"Potentialities of this business are obvious to any imaginative person. Millions of people live in apartment houses with none-too-adequate kitchen facilities, and many women come home to cook dinner after working all day. They offer a prime market for good pre-cooked meals that require little preparation before being served in the comfort and intimacy of home surroundings.

ELECTRONIC COOKER WILL BE A HELP

"The electronic cooker should assist greatly in such a development, by shortening the time required for the final heating and reducing the expense of kitchen equipment in small apartments. Another impetus will be given to such ventures when self-service food stores are fully equipped with low-temperature cabinets.

"Eventually, the housewife, upon entering such a store will find a choice of 'blue plate' lunches or dinners complete with baked goods and dessert. Preparation will involve only a pause during her reading of the evening newspaper. Clearing the table and washing the dishes may consist merely of bundling up all the left-overs and paper utensils in the paper tablecloth and dumping it in the garbage can. We may well live to see the day when such presently new-flangled devices as automatic electric dishwashers are old-fashioned and outmoded.

"To some people such visions are impracticable and theoretical. One lady in the department who read the foregoing paragraph remarked that it just couldn't be so, because surveys had shown that people preferred cloth to paper napkins. But I can assure you that these predictions are based on solid technical grounds. A good many hard-bitten members of the trade believe, as I do, that they will come true, and in the not-too-distant future.

"At that, it would be no more of a revolution than the transition from the old village general store to the present modern super-market with its great variety of foods drawn from all parts of the country in all seasons of the year.

"The equipment, store arrangement, and promotional methods of existing self-service food stores will be materially altered during the next decade in line with changing products and new competitive factors. Present fresh produce departments may even be entirely replaced by neat display cases holding pre-packaged products, some of which will be refrigerated. The meat counters may eventually give way to open-faced refrigerated cases containing neatly packaged cuts of meat and meat products of wide variety, either fresh or frozen," predicted Mr. Thomsen.

"New dairy display cases will contain a number of new products, possibly including frozen concentrated milk, cheese in consumer packages, and a wide variety of packaged ice cream. The rear of the store also will disclose many changes, with large storage capacity for frozen foods and new labor-saving devices for handling and price-marking packaged goods.

"Although some of these innovations may tend to increase costs of operation, the net effect in the long run should be toward lowering costs and margins, especially for perishable products, because of the labor-saving and waste elimination features of the new methods.

"No doubt a part of these savings will go into improved quality and wider variety of foodstuffs. Also, a great deal will depend upon general levels of consumer incomes and consumer preferences, for money savings versus better foods," declared Mr. Thomsen.

SINCE 1939 • • • ZEROSAFE by WILSON

WILSON ZEROSAFE FARM FREEZER
Sectional Model FF-60

THE GREAT NAME IN FREEZER DESIGN

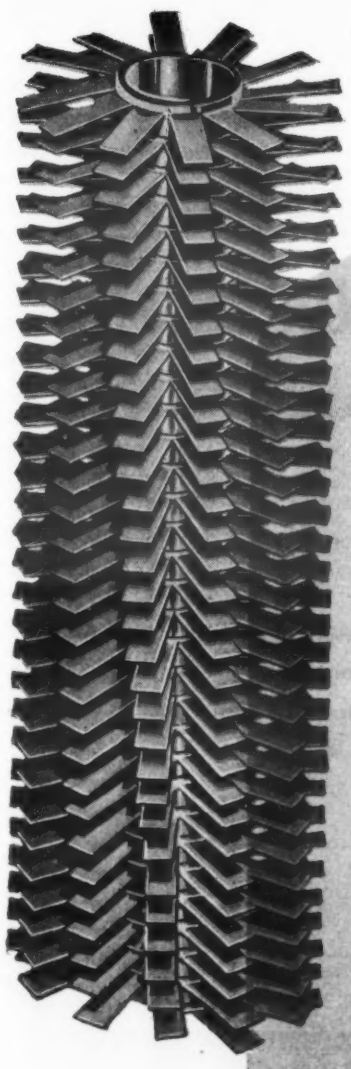
SINCE 1939 Wilson ZEROSAFE has been the greatest reach-in farm freezer in America . . . THE NEW WILSON ZEROSAFE IS NOW GREATER THAN EVER BEFORE . . . Not a toy, but big, ruggedly beautiful, efficient, with stamina for years of low-cost operation.

SIZES FOR EVERY NEED FROM 15 TO 120 CU. FT.

FOR FRANCHISE INFORMATION ADDRESS DEPT. 11, WILSON REFRIGERATION, INC., SMYRNA, DELAWARE

FOR PROGRESSIVE ENGINEERING AND DESIGNING

TILCO FIN Extended Surface TUBING



A unique advantage of Tilco Fin designing and production technique is the great flexibility made possible without any need for special dies. For instance, fins may be wound from 3 rows per inch up to 8 rows per inch, and this may be done on tubes from ⅜" to 1¼" in diameter, with fins of any height, starting with ¼".

If you have a problem requiring finned tubing we will be glad to work with you. We manufacture only finned tubing in straight lengths and our only interest is to efficiently serve those who use such tubing. We'll gladly send a Tilco Fin descriptive folder or specific information, without obligating you in any way.

EXTENDED SURFACE
DIVISION OF DAVID E. KENNEDY, INC.
68 Second Avenue, Brooklyn 15, N.Y.

Locker Industry Prepares For 3 Regional Meetings

ST. PAUL, Minn. — The first of three regional meetings for frozen food locker plant operators scheduled for the latter part of April will be held at the Municipal Auditorium here April 19 and 20.

The second convention will be held in Portland, Ore., at the Masonic Temple April 24 and 25, and the third is scheduled for the Municipal Auditorium in Oklahoma City April 29 and 30.

All three of these meetings, which are sponsored jointly by the National Frozen Food Locker Association and the Frozen Food Locker Manufacturers and Suppliers Association, will include exhibits and displays by manufacturers, suppliers, and contractors in addition to talks and discussions of locker and food freezing problems by leaders in the field.

An average daily attendance of 500 to 1,000 locker plant operators and prospective operators is expected at each of the meetings.

Headquarters of the St. Paul meeting will be at the St. Paul hotel; the Portland meeting will headquarter at the Multnomah hotel; the Oklahoma City convention headquarters, at the Skirvin hotel.

In connection with these meetings, R. R. Farquhar, executive director of the national manufacturers and suppliers association, has announced that although member firms will hold exhibits at these meetings, the membership has voted against exhibiting at state locker meetings. This applies generally to those firms doing a national business.

Time Out for Locker School Students, Faculty

Veterans predominate in the overflow classes of the locker school being conducted at the Kansas State College of Agriculture under the sponsorship of the Frozen Food Locker Manufacturers and Suppliers Association and the National Frozen Food Locker Association. Another similar locker school will start March 26 at Ohio State University.

5 Nebraska Towns Will See Food Preservation Methods

LINCOLN, Neb.—Preservation of foods by quick-freezing and refrigerated storage will be featured at a series of five food preservation demonstrations to be held in Nebraska late in March at Norfolk, Beatrice, Lincoln, Kearney, and Scottsbluff, it was announced by Wade Ellis, assistant state director of the Production Marketing Administration. Attendance at the meetings will be by invitation.

Attebury, Dunn Buy Texas Locker Plant

AMARILLO, Tex. — Arnold Attebury and W. Lehmer Dunn have purchased the Zero Lockers & Cold Storage Co. here from C. J. Fowlston. Mr. Attebury formerly represented the Amarillo Hardware Co. in the territory while Mr. Dunn has been active in the management of the Zero plant. The firm has 1,400 private lockers in addition to six vaults.

Response to Adv. Convinces Locker Plant That Demand Wasn't Just a War Boom

LINCOLN, Neb. — Indicating that the tremendous growth of the locker plant industry in the past few years was not just a temporary war boom, nearly 200 requests for lockers resulted from an advertisement inserted in a local newspaper by a locker plant here to determine how many lockers should be added in a planned expansion move.

Having more than 1,300 lockers already rented and a waiting list of 500 would-be customers (the firm refused to list any more after 500 was reached), Therien Frosted Food Locker Co. headed its advertisement, "Do You Want a Frozen Food Locker?"

One day after the advertisement appeared, over 100 replies were received from persons desirous of obtaining frozen food lockers. The following day, the number of requests was almost as great. These were in addition to the 500 names already listed on the company's books.

Operators of the plant, R. A. Therien and his son, R. A. Therien, Jr., recently released from service with the armed forces, said that during the war years the demand for lockers far exceeded the supply. Survey tabulations will determine whether the present plant can be expanded or whether a larger plant must be built. The expansion program should be completed in time for the 1946 vegetable and fruit seasons.

ADVANTAGES STRESSED

The advertisement appearing in the Lincoln newspaper stressed the advantages of frozen food lockers, and pointed out that home freezing units would be unable to replace them.

"During the last six or seven years the American people have become familiar with the new art of preserving foods the year around by quick freezing at a sub-zero temperature and then storing these foods in a locker at a zero temperature. This method allows housewives to freeze fruits and vegetables at the time of the year when they are plentiful and low-priced, then serve them to the family when they are difficult to obtain," it was stated.

"Experts in the food industry have found that food preserved by freezing retains more of its natural qualities—vitamins, flavor, and freshness. The frozen food locker also allows the locker patron to purchase choice meats and poultry, in a quantity, at wholesale price from the locker plant operator."

Regarding home freezing units, which will soon appear on the market, the firm declared, "they cannot economically take the place of the frozen food lockers which are provided by the local locker plants.

'COMPARE THE COST'

"You, yourself, compare the cost of a new home freezing unit with the annual cost of renting a frozen food locker. Why, you can rent a locker for almost 25 years at the price of a new home freezing unit!

"Also, with a home freezing unit, you must consider the cost of operating and repair expense. The Therien Frosted Food Locker Co. maintains modern, up-to-date equipment for cutting, wrapping, and quick-freezing meats. This is a service that would be extremely difficult to perform in your home."

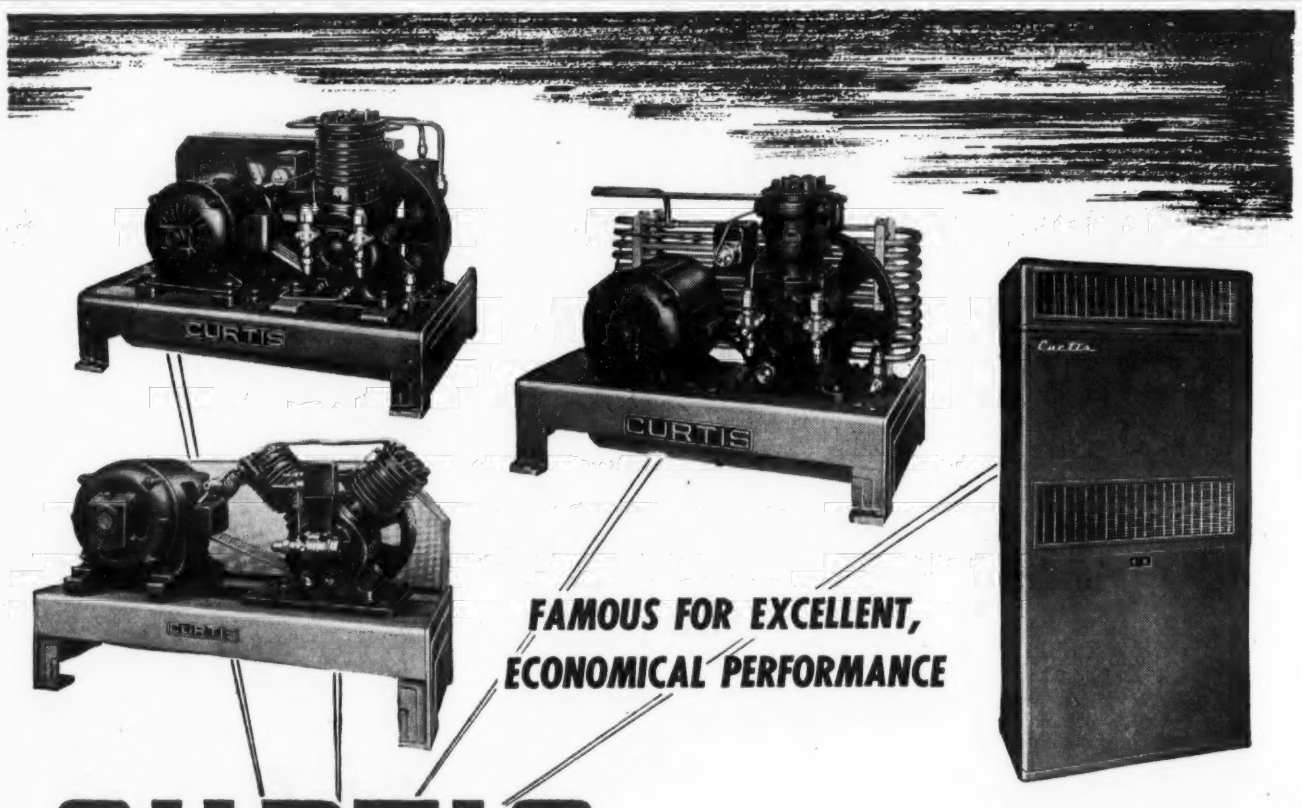
Cornell Studies U. S. Frozen Food Services

ITHACA, N. Y.—Start of a countrywide study of community frozen food services was marked by a public ceremony here recently.

Dr. L. A. Maynard, director of the Cornell university school of nutrition, described the experiment, which calls for flooding Tompkins County with frozen foods, as a great opportunity to apply "the basic knowledge we now have for providing our people with better diets."

Mother Zero, a community locker plant dedicated last May by Governor Dewey, was open to Tompkins County residents during the day.

The university has been conducting the study in cooperation with farm organizations and manufacturers.



FAMOUS FOR EXCELLENT, ECONOMICAL PERFORMANCE

CURTIS CONDENSING UNITS AND AIR-CONDITIONING EQUIPMENT

Curtis Condensing Units for all refrigeration applications are available in a wide range of types and sizes from ¼ to 30 H.P., air and water cooled.

Curtis Packaged Air-Conditioning units include 3, 5, 7½, 10, and 15-ton sizes — each of which cools, dehumidifies, filters, and circulates the cooling air. If required, heating can be included in all units.

Every piece of Curtis equipment is backed by 92 years of successful manufacturing experience. Aided by advanced engineering that includes the famous Curtis "Centro-Ring" positive pressure oiling system, Curtis units have a traditional reputation for exceptionally long life, economical operation, and trouble-free service under the heaviest demands.

Write to Curtis for full information on *all* the advantages of Curtis equipment for almost any refrigeration or air-conditioning need.

CURTIS REFRIGERATION AIR CONDITIONING COMMERCIAL

R-479

Curtis Refrigerating Machine Division
of Curtis Manufacturing Company
1912 Kienlen Avenue St. Louis 20, Mo.

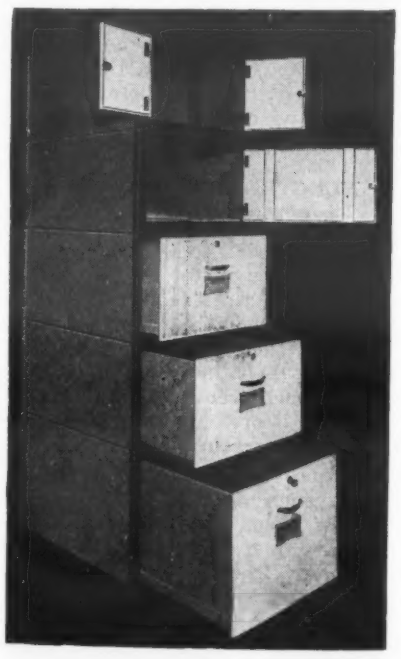
Since 1935

Over 4,000 Adds Up To Over 800,000

There's a moral to ponder about when over 57% of the locker plants use MASTER Lockers. No matter where you go you will find the name MASTER is synonymous with quality.

They have "what it takes" to make locker plant operation satisfactory to patrons and operators. So, take a leaf out of the book of successful operators and demand

MASTER FOOD CONSERVATORS



For ease and low cost of assembly and for flexibility of installation, they have no peer. They not only give you more for your money but they meet your every requirement.

Write, Phone or Wire

your requirements. Get the first-cost, last-cost unit. They save you money in the long run.

Endorsed by and sold through distributors of refrigeration and insulation.

MASTER MANUFACTURING CORP.
121 Main St. Sioux City 4, Iowa

Member of Frozen Food Locker Manufacturers and Suppliers Ass'n organized for your protection.

Over 800,000 Master Food Conservators in Use

Jack & Heintz--

(Concluded from Page 1, Column 4)

aging at 209 pounds, as contrasted to existing ones weighing 1,200 to 1,500 pounds.

4. A light engine of 2 to 2½ pounds per horsepower for industrial, marine, automotive, and aircraft applications.

5. Airplane starters, generators, and other aircraft products manufactured during the war, plus ball and roller bearings, electronic gages, measuring devices, precision machine tools, etc.

(Last October, Jack & Heintz announced that by the end of 1946 it would be in production on a "revolutionary new type of refrigerator" using hot water as the refrigerant. The company said at that time that no further details would be forthcoming until the unit was in production.)

B. C. Milner, Jr., industrial engineer and chairman of Precision Products Corp., was elected president of the merged companies. Ralph M. Heintz, vice president and secretary of Jack & Heintz, was voted vice president in charge of all engineering.

A group of individual investors has acquired a financial interest in the new successor company and has been added to the board of directors. Among the group is Edward R. Legg, former assistant general sales manager of Kelvinator Division of Nash-Kelvinator Corp. and one-time head of Kelvinator's ice cream cabinet sales division.

Others in the group are Mr. Milner; Byron C. Foy, a director of National Dairy Products, Electric Auto-Light, and Chrysler corporations; Harold C. Richard, a director of Manufacturers Trust Co., Midland Steel Products Corp., and Murray Corp. of America; and T. Seward Harris, New England industrialist.

Under the terms of the merger, the small residue of Class A stock not yet surrendered by Jack & Heintz, Inc., associates will be exchanged for preferred stock in the new company, Mr. Jack said. It was reported that public participation in the firm will be sought.

Mr. Jack, former president of Jack & Heintz, declared that "plans now under way for the acquisition of other companies and new products to increase peacetime opportunities are expected to bring about full utilization of all manufacturing facilities which we used during the war.

"These plans are directed toward bringing about a well-rounded out and well-balanced manufacturing and sales program through the development of special precision products and equipment not only for aircraft but for the automobile, refrigeration, and air conditioning industries as well."

At present, Cleveland plants of the company are employing about 1,500 workers, according to Mr. Jack.

It was announced that the personnel practices of Jack & Heintz, which created nation-wide interest during the war, will be continued "with certain modifications to adapt them to peacetime operations."

K.J. Norman Named Advertising Manager at Webster Electric

RACINE, Wis.—K. J. Norman, formerly a captain in the Army Transportation Corps, has been appointed advertising manager of the Webster Electric Co. He will be in charge of a complete advertising program for the Webster Thermodrive control for air conditioning and heating systems, fuel units and transformers for the oil burner industry, and the firm's complete line of intercommunication and sound systems.

Prior to his service in the Army, Mr. Norman was associated with the advertising department of the Burroughs Adding Machine Co. in Detroit.

No Price Increase Yet on Appliances; Wilson Tells G-E Losses on Products

(Concluded from Page 1, Column 4)

"Our company could produce at a loss for six months, perhaps, but I doubt that the little fellow could," said this manufacturer.

"And if the small suppliers of bolts, controls, bearings, and hinges, for example, cannot produce these items for use, we won't be able to assemble refrigerators."

Chester Bowles, Economic Stabilization Administrator, seems convinced that wage increases can be granted all along the industrial line without having to boost retail selling prices at all, or at best but a fraction of the increase in costs.

Last week, when Mr. Bowles announced new wage and salary regulations to conform with President Truman's previous pronouncements of government policy on wages and prices, he also discussed the rulings in question-and-answer form. One question and answer should particularly interest the appliance industry:

WHAT'S THE ANSWER?

"Question: What does the new wage-price policy mean to the average American family which is so concerned about the cost of living?

"Answer: First of all, it means that consumers can expect to get larger supplies of refrigerators, washing machines, automobiles, and all other peacetime goods we're all waiting for. Secondly, it will not mean a new higher level of prices. More than two thirds of the average family's expenditures go for food, rent, and clothing. The new wage-price policy should have no effect on rents and little or no effect on food and clothing. Special steps are being taken to increase production of low-priced clothing and thus to reduce the average family's clothing bill. Prices for some metal goods will undoubtedly increase somewhat. Such increases mean a bulge in the price line. But there will be no breakthrough."

Mr. Bowles last week also reiterated his belief that cost absorption is the basic principle of price control, and further declared that the steel price increase will not mean a general upward movement of prices.

One of the most revealing statements in the whole price controversy was made last week by Charles E. Wilson, president of General Electric Co., to the *Wall Street Journal.*

G-E's strike problem, declared Mr. Wilson, came on top of a situation in which the company already was losing money on every one of its home appliances and on some of the many products it makes for industry.

G-E SOLD REFRIGERATORS AT $10 LOSS

G-E was selling refrigerators for $10 less than it costs to make them, and washers at $4 less than production costs just before the strike was called, according to this report.

Fractional horsepower motors were being produced at a cost of $6.07 each, which was considerably more than the ceiling set by OPA, Mr. Wilson said. Although G-E was given a 9% increase when it applied to OPA for relief, this brought the selling price up to only $4.04 each.

"And to make it even worse," said Mr. Wilson, "we not only took a loss of $2.03 on each motor we made for our own use but also on the thousands we sold to competitors in the oil burner, refrigerator, and other lines."

Asked whether volume production would cut down this motor loss, Mr. Wilson explained:

"No. We were already making them on a volume basis. In fact, we were turning out as many motors as in the peak year of efficiency in 1940. Other items on which we lost money, although they were being made at the prewar production rate, included clocks, flatirons, heating pads, electric heaters, and fluorescent lighting fixtures."

To the question "Why couldn't the company make money on the products in volume production," Mr. Wilson said:

"It's very simple. Our wage rates were up 30% to 40% and we were paying 10% to 20% more for materials and parts. On the other hand, our selling prices are the same or only slightly higher than they were in 1941.

'OBLIGATION TO COUNTRY'

"Unless we get price relief we've no alternative but to continue production of refrigerators, motors, washing machines, etc." declared Mr. Wilson. "We will have to draw on our savings of past years for as long as we can. We feel we have an obligation to the country and to other manufacturers who will not be able to operate unless we sell them parts, regardless of whether we lose money."

How much of a price increase would G-E need, Mr. Wilson was asked.

"We figure it would take about a 20% increase across the board to give us a return equal to what we had in 1940. And that doesn't take into consideration the fact that we're using a lot more capital in our business today than we did then."

MEETINGS FOR THE INDUSTRY

March 27-31, Wed-Sun: 5th annual convention of the Frozen Food Institute. Park Ave. Armory, 34th St. at Park Ave., New York City.

April 2-4, Tues-Thurs: 12th annual sales conference of Edison Electric Institute. The Edgewater Beach, Chicago.

April 21-25, Sun-Thurs: 37th annual convention of National Electrical Wholesalers Association. The Stevens, Chicago.

April 22-27, Mon-Sat: National Plastics Exposition and Convention of Society of the Plastics Industry. Grand Central Palace, New York City.

April 2-5, Tues-Fri: 1946 Packing Exposition. Atlantic City Public Auditorium, N. J.

April 11-26: World's Inventions Exposition. The Chicago Arena.

April 29-May 1, Mon-Wed: 7th annual meeting of Appliance Parts Jobbers Assn. Fort Des Moines hotel, Des Moines, Iowa.

June 3-5, Mon-Wed: Spring meeting ASRE. The St. Paul hotel, St. Paul, Minn.

$500,000 Program Launched By Plastic Parts Firm

CHICAGO—A $500,000 expansion program, involving extensive additions to present buildings and plant equipment, has just been announced by Chicago Molded Products Corp., maker of plastic refrigerator parts. Edward F. Bachner, president, stated that the greatly accelerated postwar demand for the firm's services has made immediate expansion imperative.

First step in the new program, he said, has been the purchase of a building formerly occupied by the Patton Tractor Equipment Co., directly north of C.M.P.C. A new section, connecting the two buildings, will house the firm's Thermoplastic Molding Division, it was further announced. Completion of this addition is scheduled by early summer.

Added plant space already purchased, Mr. Bachman, declared, totals more than 40,000 sq. ft.

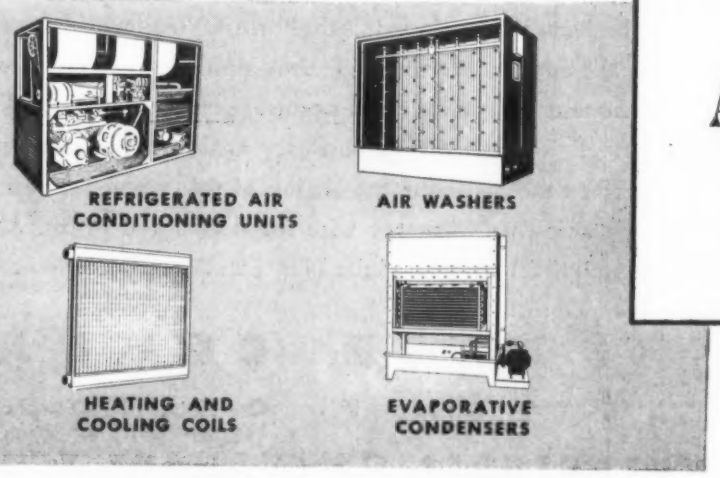
New Dealership Formed

ALHAMBRA, Calif.—John Riddle Appliances is the firm name under which John M. Riddle and Osa V. Riddle have established a business at 19 East Valley Blvd. here.

THAT'S EVAPORATIVE KOOLER-AIRE COOLING

● Comfort cooling with usAIRco Evaporative Kooler-Aire will help you to meet demands of many businesses for low cost yet effective processing and delivery of cooled, healthful, vitalized air. The simplicity of design and operating costs of a few pennies a day, make Evaporative Kooler-Aire *best next to refrigeration!* Modern and attractive in appearance, Kooler-Aire's packaged unit is easy and simple to install. Write for details about more profits with evaporative cooling.

Factory Representatives in Principal Cities



United States Air Conditioning Corporation

Minneapolis, Minnesota

usAIRco Air Conditioning Equipment

Manufacturers of a Complete Line of Air Conditioning and Heating Equipment

DOLE

....MODERN EFFICIENT ECONOMICAL REFRIGERATION

DOLE Vacuum COLD PLATES — Maximum Refrigeration Efficiency — for all REFRIGERATION PURPOSES

Largest Manufacturers of Plate Type Evaporators

DOLE REFRIGERATING COMPANY

5910 North Pulaski Road, Chicago 30, Illinois

New York Branch 103 Park Avenue, New York 17, N. Y.

AMANA Commercial REFRIGERATION
MODERN
• DISPLAY CASES
• COOLERS
• REFRIGERATORS
• HOME FREEZERS
AMANA SOCIETY
AMANA, IOWA

PURO ELECTRIC WATER COOLERS
BRANCHES IN PRINCIPAL CITIES
MAIN OFFICE
440 LAFAYETTE ST.
New York 3, N. Y.
PURO FILTER CORP. OF AMERICA
DRINKING WATER SPECIALISTS FOR 40 YEARS.

Nick Carter & Sons Form Outlet In Fresno, Calif.

FRESNO, Calif. — Specializing in air conditioning, refrigeration, and heating installations, the new firm of Carter & Sons has been organized by R. F. (Nick) Carter, former city plumbing inspector, and his two sons, Roy and Roland, both veterans of World War II.

Business is being conducted at 1470 Blackstone Ave. here, and in addition to service and installation, the firm will carry evaporative coolers, automatic water heaters, central heating units, butane tanks, and gas and electric refrigerators. In association with Carl S. Merriman of the same address, Carter & Sons will also be handling Servel Electrolux refrigerators.

A graduate of California Institute of Technonogy with a degree in air conditioning and refrigeration, Roy Carter served as a Diesel engineer on an LST. His brother, Roland, is a graduate of Santa Barbara state college and served for three and a half years with the army engineers.

Cohler To Represent Temprite In Midwest

DETROIT—I. H. Cohler, of I. H. Cohler Co., manufacturers' representative, Chicago, has been selected by Temprite Products Corp. here as Midwest sales representative, company officials report. In this capacity Mr. Cohler will cover Wisconsin, Minnesota, Iowa, northern Illinois, and northern Indiana for the Detroit firm.

Formerly in the commercial sales division of Kelvinator, Mr. Cohler has operated as a manufacturer's sales agent since 1940.

Armstrong Cork Reports $3,054,005 Net Profit

LANCASTER, Pa. — A total of $3,054,005, after taxes, is the net profit for 1945 operations reported by the Armstrong Cork Co. as compared with a $4,218,998 figure for 1944. Total domestic sales volume for each of the two years was $108,820,097 and $124,566,258, respectively, according to H. W. Prentis, Jr., president.

Sales returns on earnings for 1945 were listed at 2.8% and on capital employed, 4.2%. Based on income from domestic operations only, and after deducting preferred dividends, the earnings per share of common stock was $1.94 as against $2.84 reported the year previous.

Buffalo Dealership Formed

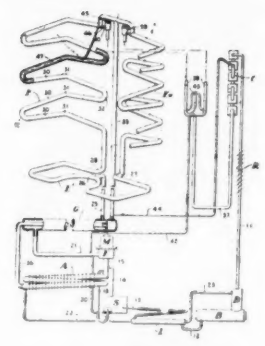
BUFFALO—A business name has been filed for the Jaekle Appliance Co., 19 Grant St., by Howard Jaekle.

REFRIGERATION PARTS & SUPPLIES
FOR ALL TYPES • ALL MAKES
WRITE FOR CATALOG
THE HARRY ALTER CO.
1728 S. Michigan Ave. Chicago, 16, Ill.
Two Big Warehouses to Serve You
134 Lafayette St. New York, 13, N.Y.

PATENTS

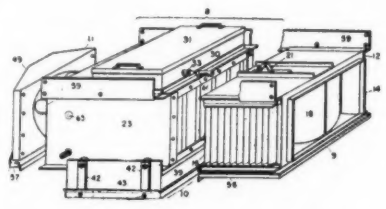
Week of Feb. 26, 1946

2,395,392. REFRIGERATION. George A. Brace, Washington, D. C., assignor to The Hoover Co., North Canton, Ohio, a corporation of Ohio. Application June 1, 1942, Serial No. 445,263. 25 Claims. (Cl. 62—119.5.)



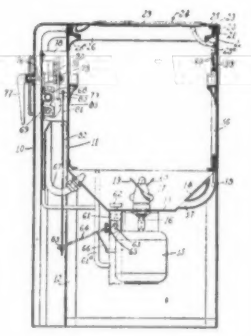
1. In a refrigerator; a cabinet structure comprising an insulated food storage chamber and an insulated freezing chamber, an air cooled refrigerating apparatus of the three-fluid absorption type operatively associated with said cabinet structure including an evaporator in each of said chambers, means for conducting an inert gas to and from said evaporators, means for producing refrigerant liquid and for supplying the same to said evaporators, one of said evaporators being characterized by the provision of an elongated passageway throughout which the inert gas and refrigerant liquid flow, and means in said passageway for restricting the contact between the gas and liquid in said passageway to a plurality of segregated areas having a combined length less than the length of said passageway.

2,395,660. HUMIDIFIER SYSTEM. Henry L. Galson, Syracuse, N. Y., assignor to Carrier Corp., Syracuse, N. Y., a corporation of Delaware. Application Dec. 22, 1941, Serial No. 423,963. 4 Claims. (Cl. 183—20.)



1. An industrial humidifier including an air intake section, a humidifier section, a fan section, a drain pan disposed at the bottom of the humidifier section adapted to receive excess water, a condensate disposal pan disposed beneath said drain pan having lips to receive condensate forming on the outer surface of said drain pan, means securing said condensate disposal pan to said drain pan, a drip pan at the bottom of the air intake section, a second drip pan at the bottom of the fan section, stops on said first and second drip pans, said drain pan in normal position abutting said stops to prevent substantial inleakage of air at points of abutment, said first and second drip pans being disposed to drain into said drain pan, means for securing the drain and condensate disposal pans in removable position, and track means for supporting said humidifier pans for movement beneath said air intake section when it is desired to service said humidifier section.

2,395,747. DISHWASHING MACHINE. Lawrence A. Loeb, New Haven, Conn. Application Nov. 25, 1940, Serial No. 367,020. 6 Claims. (Cl. 134—58.)



1. In a dishwashing machine, a tub having an inlet and a drain, valve means for controlling said inlet and drain respectively, a disk-shaped rotatable controlling element having a cam portion thereon, extensible means connected to said element and to said drain valve to actuate the latter, an inlet valve actuating member, said member being engaged by the cam portion of said element for actuation thereby, an agitator in the tub, an electric motor to drive said agitator having a switch, and a contact closing element on said disk-shaped element to close the motor switch in certain positions of said element.

CLASSIFIED ADVERTISING

RATES for "Positions Wanted" $2.50 per insertion. Limit 50 words.
RATES for all other classifications $5.00 per insertion. Limit 50 words.
Advertisements set in usual classified style. Box addresses count as five words, other addresses by actual word count.
PAYMENT in advance is required for advertising in this column.

POSITIONS WANTED

APPLICATION & SALES Engineer with 10 years experience in summer and winter air conditioning available April 1. Has designed locker and cold storage plants. Is a recognized speaker and author of training and promotional material. A discharged SEEBEE, aged 35, minimum salary $500 a month. Box 1947, Air Conditioning & Refrigeration News.

AVAILABLE NOW: 18 years experience in refrigeration and air conditioning. Broad experience in application and sales engineering; thoroughly familiar with commercial and industrial service work, test laboratory, locker plant design, and construction. Prefer west or southwest. Field position as factory representative requiring engineering knowledge preferable. Box 1950, Air Conditioning & Refrigeration News.

POSITIONS AVAILABLE

SERVICE MANAGER. New Jersey's largest wholesale distributors of radio and major home appliances requires an experienced and aggressive service manager for their Norge appliance service division. State full particulars, including age, experience, and salary desired. Address Box 1948, Air Conditioning & Refrigeration News.

REFRIGERATION ENGINEER wanted by one of the leading refrigeration unit manufacturers with exceptional opportunities. Must be able to do refrigeration laboratory work on commercial, open and sealed, condensing units and household cabinets. This position affords rapid advancement depending upon ability. Box 1949, Air Conditioning & Refrigeration News.

WANTED—Graduate engineer experienced in refrigeration and able to do some work on drawing board for responsible position with refrigerator company in Dallas area. Please give age, experience, and full particulars in letter. TYLER FIXTURE CORP., Waxahachie, Tex.

EQUIPMENT FOR SALE

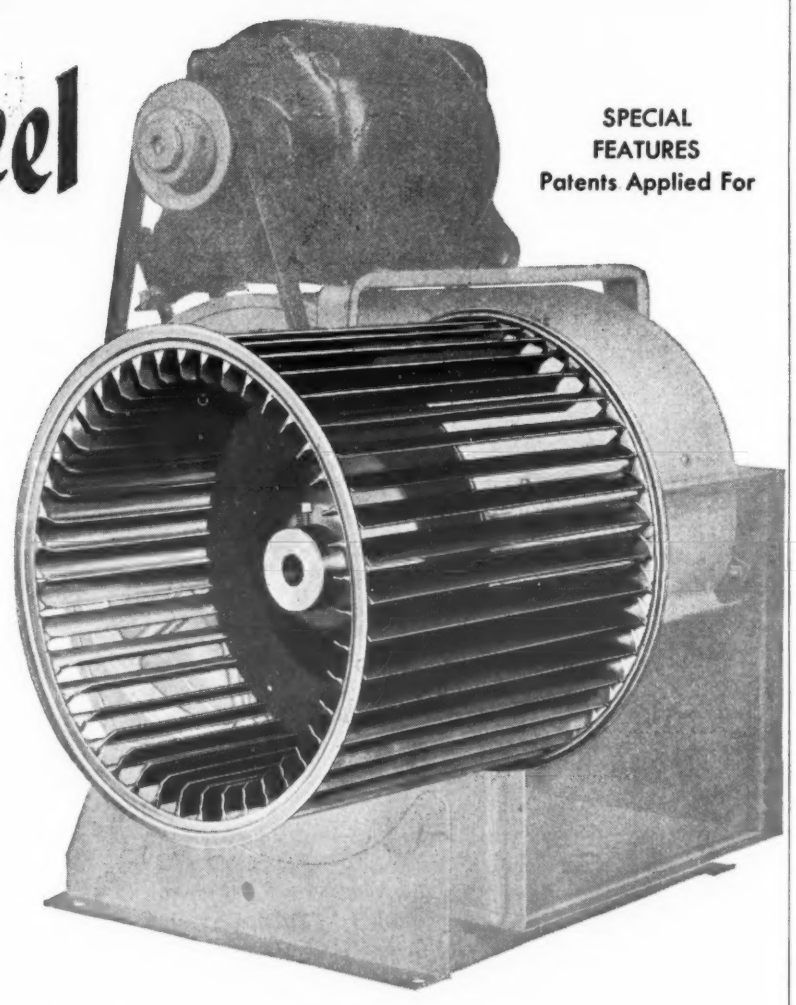
500 USED ice cream cabinets, Brine $5 per hole "as is." All sizes from 2 to 10 holes. Remanufactured A.C. Condensing units ¼ up to 1½. Write for particulars. EDISON COOLING CORP., 310 East 149th St., Bronx 51, N. Y.

ICE CREAM CABINETS, 4 to 14 Hole. Prompt delivery. WILSON INDUSTRIES, 837 Tilden St., Bronx, N. Y., City Phone Olinville 2-4880.

ASSOCIATION OF PHOTOGRAPHERS AMERICA
For COMPETENT PHOTOGRAPHIC SERVICE in the U.S. and Canada, deal with professional photographic studios which display this emblem.
• Get this valuable list. If you have occasion to require photographs from distant points, a request on your letterhead signed by a company official will bring you without charge our 140-page Classified Membership Directory and assure your receiving it annually thereafter.
Write to Charles Abel, Executive Manager,
THE PHOTOGRAPHERS ASS'N OF AMERICA
520 Caxton Building • Cleveland 15, Ohio

AUDELS REFRIGERATION and AIR CONDITIONING GUIDE
JUST OUT! 4 Books in One!
Covering:
Basic Principles, Servicing, Operation, Repair of
1. Household Refrigeration
2. Special Refrigeration Units
3. Commercial & Industrial Refrigeration
4. Air Conditioning Systems
A gold mine of essential important facts for ENGINEERS, USERS AND SERVICEMEN.
Here you have at your fingers' ends a Complete Library in ONE VOLUME, the necessary data you have been looking for on: MODERN UNITS, SYSTEMS AND MACHINES, REFRIGERANTS, Including Freon, Quick Freezing, Lockers, Water Coolers & Air Conditioning Systems
ANSWERS YOUR QUESTIONS.
1280 Pages, 46 Chapters all Fully Illustrated & Indexed for Ready Reference
$4 COMPLETE • PAY ONLY $1 A MONTH
Get This Information for Yourself. Mail Coupon Today. No Obligation Unless Satisfied. ASK TO SEE IT.
AUDEL, Publishers, 49 W. 23 St., N. Y. 10
MAIL AUDELS NEW REFRIGERATION GUIDE for free examination. If O.K. I will send you $1 in 7 days; then remit $1 monthly until price of $4 is paid. Otherwise I will return it.
Name
Address
Occupation
Employed by R—12

☆ ANOTHER SENSATIONAL PRODUCT DEVELOPMENT OF THE LAU BLOWER COMPANY ☆
New Lau Blower Wheel
SERIES "A"
For LAU SERIES "A" BLOWER ASSEMBLIES
SPECIAL FEATURES Patents Applied For
CENTER SUSPENSION —proved far superior to other types of construction
EACH BLADE A DRIVEN BLADE mechanically locked to center disc
DEEP BLADE proportioned for maximum efficiency
BLADE SCIENTIFICALLY PITCHED
NARROWER END RING eliminates any obstruction to air flow into the wheel
SUPERIOR PERFORMANCE
GREATER MECHANICAL STRENGTH AND CONCENTRICITY
PRECISION BALANCED
EXHAUSTIVELY TESTED for strength and delivery
ALL PARTS DIE-STAMPED
—from HEAVY GAUGE COLD ROLLED STEEL
WHEEL THOROUGHLY CLEANSED of dirt or grease —coated with a hi-bake enamel



• The New Lau Series "A" Blower Wheel is years ahead of any wheel made heretofore. It is the "hybrid" of all wheels ever developed in the furnace blower field. Breakdown tests—speed tests—endurance tests (far in excess of normal operating conditions) ALL have proved its strength; its obstinacy against breakdown; its superior performance. Volume production of this wheel achieves amazingly low unit cost. Write or wire for details and prices. Also ask for descriptive literature of the New Lau Series "A" Blower Assembly.
THE LAU BLOWER COMPANY
DAYTON 7, OHIO, U. S. A.
WORLD'S LARGEST MANUFACTURER OF FURNACE BLOWERS
Engineers and fabricators of general Air Handling Equipment • Single Inlet and Double Inlet Blowers • Propeller Fans • Accessories

SEND FOR THIS BIG-NEW-COMPLETE CATALOG and BUYERS GUIDE OF
Refrigeration and Air Conditioning
PARTS★TOOLS★SUPPLIES
The supply is limited so send for your copy NOW! Reserved exclusively for the wholesale trade. Please send proper identification with your request.
CHASE refrigeration supply co. NOT INC.
546 WEST 119TH ST., CHICAGO 28, ILL. — Phone PULlman 5125

THE COLD CANVASS

Jottings from Notebooks of the Staff

The American Way—Get a Laugh Out of Your Troubles

Basis for many of the laughs at the recent R.E.M.A.-R.E.W.A. meetings in Chicago was the continuing scarcity of merchandise.

When Harry Pendergast of Lynch Mfg. Co., maker of "Par" condensing units got up at the Condensing Unit Section meeting to issue an invitation to his company's cocktail party, he told his competitors that they might attend on one condition:

"What's that?" they demanded.

"That each of you promise to ship one of my customers 100 units immediately," chuckled Harry.

* * *

C. W. "Denny" Dennis, the Iowa wholesaler back from the Navy, was philosophical about the scarcity.

"Why worry about not being able to get condensing units and the like. You can't eat 'em anyway," he commented.

"Ha," came back B. R. "Davie" Davidson of Hussmann Refrigeration, "the number of condensing units we've been getting you *could* eat."

* * *

Best salesman story was Ted (Detroit Lubricator) Coggin's tale of the peddler whose wife, suing him for divorce, asked for his house, his car —and all of his salary.

"That's outrageous," snorted the judge. "What's the man going to live on."

"Why," replied the wife in a tone of injured surprise, "on his expense account, of course."

* * *

Suppliers' Troubles Hold Up Condensing Units

Nearly every condensing unit manufacturer can cite a variety of difficulties—not in his own plant—that has held up production. Motors continue to be short, of course, but the machine makers are getting enough to permit them to put some units into the field—if it weren't for other hold ups.

For example, one manufacturer has a batch of machines already for shipment—except for one small but important valve. Another is plagued by a strike in the foundry which supplies castings for the compressor body. A third has difficulty obtaining condensers. All they can do is to hope that supplies of essential components improve—and that their customers exhibit patience.

* * *

Cigar Stores Next To Sell Refrigerators?

Gasoline stations, drug stores, and food supermarkets selling refrigerators . . . that we accept as an accomplished fact, although there are those among us who think it may be just a little screwy . . . but now comes the rumor that the United Cigar stores are considering handling refrigerators and other major appliances!

Maybe we're out of step with progress . . . but somehow we just can't visualize the customer saying—

"I'll take a package of Luckies—and, oh yes, wrap up that new Frostyair refrigerator over there, too."

* * *

The Big Market In Retail Store Equipment?

Some of the sharpest minds in the refrigeration industry . . . look for one of the biggest commercial markets to be in the field of display and dispensing equipment for frozen foods. Developments in this field . . . are also expected to revolutionize the design of equipment for merchandising ice cream.

The idea of using a eutectic or "holdover" solution in the low side in such equipment is losing favor . . . at least with one leading manufacturer of such equipment.

To you men who read the News

'over somebody else's shoulder'

Why not receive your own personal copy of the NEWS every week, right on the dot. . . .? Why wait for the boss to read it and perhaps a half dozen others? Are many articles "clipped" by the time you see the NEWS? Why sacrifice your enjoyment and satisfaction by not having the NEWS always within reach? Why let it be necessary to pass it on to the next fellow—reluctantly?

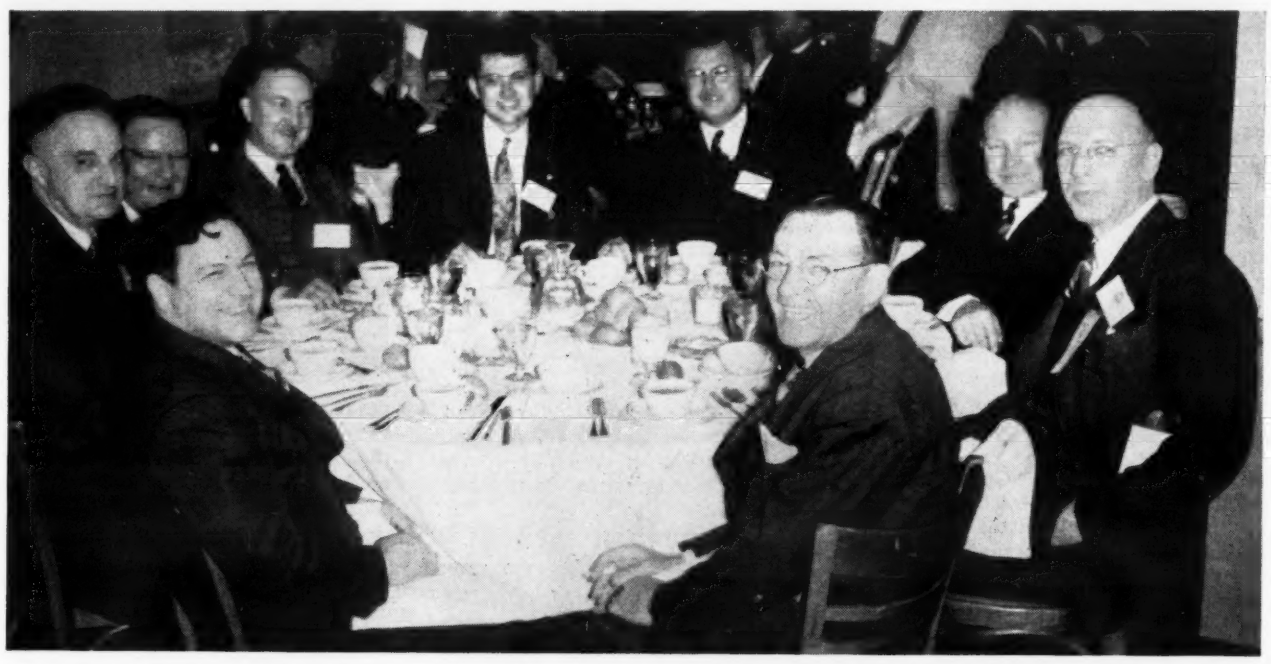
If you want to give yourself the FULLEST MEASURE of all the NEWS offers you, order your personal subscription at once.

Individual rates: $4.00 per year
7.00 for 2 years.

Group rates:

5 to 9 subscriptions $3.75 per year
10 to 19 subscriptions $3.50 per year
20 to 49 subscriptions $3.25 per year

Manufacturers and Wholesalers Air Mutual Problems



At this table during the recent R.E.M.A.-R.E.W.A. meetings in Chicago was a representative cross section of the attendance. Clockwise around the table, starting at the left, are Yorke Phillips, E. L. Durham & Co., Inc., Brooklyn; Charles Muller, Rotary Seal Co.; H. T. McDermott, secretary, Refrigeration Service Engineers Society; N. C. Cooper, Electrochemicals Division, Du Pont company; Harold Binder, American Coils Co.; T. W. Binder, American Coils Co.; A. E. Doan and J. D. Ross, Railway Engineering Specialties Co., Montreal, Canada; and A. A. MacAvoy, E. L. Durham Co., Brooklyn.

Parts Wholesalers To Keep Policies Flexible

Despite the formal declaration of policy made at the meeting in Chicago, the Refrigeration Equipment Wholesalers Association is not set for all time on the matter of requirements for membership in the organization. In fact, before the meeting in Chicago had closed, the directors voted a change in a key word in the first point in the membership requirements.

* * *

Ted Glou of Syracuse and George Roche of Baltimore are the new president and vice president, respectively, of R.E.W.A., and are old friends. For a while during the past year, however, Ted wasn't quite sure just what George did think of him.

Seems as though the R.E.W.A. members have a plan for interchange of merchandise between members . . . sort of a clearing house for surplus or odd supplies . . . and that after Ted had shipped several thousands of dollars worth of goods to George on open account . . . Ted ordered a few dollars worth of flare nuts from George . . . and they came *C.O.D.!*

It was all a mistake in routine, of course . . . but George took a lot of ribbing about it.

* * *

'Iceberg' Carriers Would Have Made It Tough

With the industry barely able, during the war, to turn out enough refrigeration equipment to meet all military and the barest of essential civilian needs, we shudder to think of the strain that it would have undergone should the fantastic secret plans for the 2 million ton "iceberg" airplane carriers been adopted.

In case you missed this recent disclosure, it was revealed that British, American, and Canadian governments experimented during 1942 and 1943 with the idea of building a carrier out of iceblocks to combat the U-Boat menace.

The "Habbakuk project," as it was known, actually proceeded to the stage where a block model—60 feet long, 30 feet wide, and 20 feet deep and weighing 1,000 tons—was constructed during the winter of 1943 at Patricia Lake, Jasper, Canada.

The block model was kept in frozen condition from the winter of 1943 until the end of the following summer. This was accomplished by means of a refrigerating system, installed in a central hold, which circulated cold air through sheet iron pipes placed behind the outer insulating skin.

The project planners visualized building their iceberg carrier in the form of a hollow girder, with deck, sides, and keel 50 feet thick. The interior was to be subdivided into bulkheads, with certain spaces for machinery and stores. The "insulating skin," kept permanently cold by artificial means, was to cover the exterior.

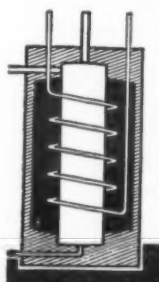
In size the "S.S. Habbakuk" was to be 2,000 feet long and 300 feet wide . . . compared to our *Midway* class carriers—largest in the world—which are 968 feet long by 113 feet wide. It was to be moved at a speed of "a few knots" by means of a large number of electric engines, attached as nacelles to the outer skin.

FREEZERS DEFROSTED AUTOMATICALLY by THERMOBANK

0° LOCKER ROOM

The contracting Firm was the Refrigeration Corporation of America, 241 W. 64th Street, New York, N. Y.

THE Kramer THERMOBANK System provides automatic defrosting in freezers below 32° without requiring brine sprays, water sprays or electric heaters. It never needs to be defrosted because it defrosts itself. It occupies no more space within the freezer than any other conventional forced air cooling unit.



How it works:

A portion of the heat extracted during the refrigeration cycle is banked in a reservoir from which it is released to the refrigerant during the defrost cycle.

Send for Bulletin TV345—N

KRAMER TRENTON CO.
Trenton, New Jersey
COOLING COILS • EVAPORATORS AND HEAT EXCHANGERS FOR REFRIGERATION

Chicago Meetings--

(Concluded from Page 1, Column 2)

continued improvement of product packaging.

(Earlier this year, R.E.M.A.'s wholesalers' relations committee and board of directors endorsed the proposal advanced by R.E.W.A. representatives for individual statements of policy.)

"All we are asking," explained Mr. Langsenkamp, of F. H. Langsenkamp Co., "is a frank statement of policy." He suggested that whenever possible, manufacturers should adopt "one general statement of policy" and adhere to it, rather than have different policies for different sections of the country.

Echoing this request, George R. Allen, chairman of R.E.M.A.'s wholesalers' relations committee, commented: "It is very important to the industry as a whole that each manufacturer put out a statement of policy." Mr. Allen, of Kerotest Mfg. Co., also suggested that advertising should be linked with the wholesalers.

'THOSE LITTLE EXTRAS'

In asking that more consideration be given the wholesaler, Mr. Langsenkamp proposed that the matter of "those little extras" should be kept "out in the open" and that manufacturers should "keep us advised as to deliveries." He said wholesalers would find it a great help if manufacturers would send out notifications by post card when shipping schedules couldn't be met due to shortages or strikes.

Mr. Langsenkamp requested that problems pertaining to manufacturer-wholesaler relations be referred to the manufacturers' relations committee so they may be handled "through channels."

In the matter of relations with manufacturers' representatives, he said it had been decided that there would be one regional association meeting a year to which representatives would be invited formally.

Highlights of R.E.W.A.'s "Statement of Policy" brochure distributed during the meetings were reviewed by Mr. Langsenkamp. He emphasized the section listing the advantages of selling through R.E.W.A. members and noted that the $40 million market referred to apparently had been underestimated about 50%.

The manufacturers' relations committee has been able to accomplish much more and to achieve better action by working directly with product groups, Mr. Langsenkamp reported. He expressed appreciation for the cooperation of the manufacturers, particularly for the increasing uniformity of packaging.

In his annual report to the membership, F. J. Hood, Ansul Chemical Co., retiring president of R.E.M.A., pointed to the continuing growth of the association and the expansion in individual companies as indications of the increasing importance of the mechanical refrigeration and air conditioning industry.

16 NEW MEMBERS

He disclosed that 16 new members have been added to the association membership list in the past 12 months. He paid particular tribute to the product section groups within the association, and to the work of the various committees.

Mr. Hood revealed that final arrangements have been made with the city of Cleveland for the use of the mammoth Cleveland Public Auditorium for the All-Industry Show and urged every R.E.M.A. member to concentrate his efforts on making the exposition "the largest refrigeration and air conditioning show in the world."

Plans for the exposition are under the direction of K. B. Thorndike, Detroit Lubricator Co., who showed the first floor plans for the exhibit space at the Exposition during the meeting.

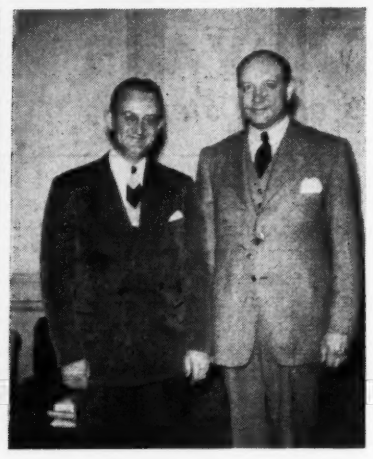
In tracing the activities of the association through the past 12 months, Mr. Hood gave particular attention to the public relations program, describing it as an outstanding job which resulted in benefits to the entire industry.

Plans for a continuation of the public relations program through 1946 were outlined by Richard G. Elliott of Theodore R. Sills & Co., public relations counsel for the association. Special emphasis will be given to the Exposition, he said.

Vet Joins Distributorship

LITTLE ROCK, Ark. — Conrad Ahrens, formerly a major in the Army, has received his discharge and joined his brother, John Paul Ahrens, in the operation of the Wholesale Appliance Co., electrical appliance distributor here.

(Left to right) Frank Slagel and Hal Clay of Los Angeles, get the lowdown on the All-Industry Exposition to be held next fall from K. B. Thorndike, chairman of the Show committee.



The retiring and incoming presidents of R.E.M.A.—F. J. Hood (left), and H. F. Spoehrer.

Haas & Christiansen Freezer Prices Set

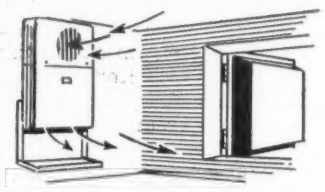
CHICAGO—Authorization of maximum prices for three models of refrigerated food freezer cabinets manufactured by Haas & Christiansen here was recently granted by OPA.

The price ceiling for the 10, 14, and 22 cu. ft. freezer cabinets were established by Order 328, MPR 591.

The price schedule follows:

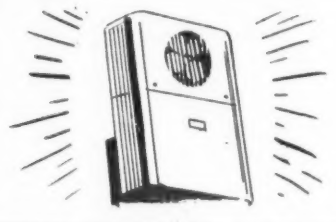
	On sales to—		
	Distributors	Dealers	Consumers
10 cu. ft. ¼ hp. condensing unit	$215	$258	$430
14 cu. ft. ⅓ hp. condensing unit	260	312	520
22 cu. ft. ½ hp. condensing unit	368	441	735

Men who KNOW choose BUSH dependable units

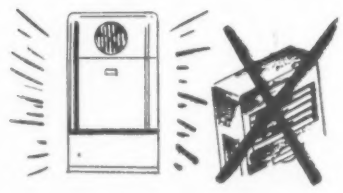


CIRCULATION — Warm air is sucked in from top shelves in reach-in coolers. Cuts down air stratification.

COMPACT — Ideal for low ceiling walk-in coolers. Takes little room — leaves headroom free.



FINISH — Baked white enamel. Sanitary and easy to keep clean. Protects from rust and corrosion.



CASES—Made of Galvanneal Steel. Resist corrosion and provide excellent base for enamel coating.

BUSH

Leading Wholesale Refrigeration Dealers the country over have picked BUSH Units because *they know what's RIGHT!* Specialists in their line, these men represent the foremost authority in the industry . . . with knowledge and experience backed by years of selling, installing and servicing all types of refrigeration and air conditioning equipment.

The vast majority of these qualified experts invariably choose BUSH *Dependable* Units . . . thousands of which have been delivering constant, trouble-free, dependable service all over the world and have built an enviable record of performance that stands unchallenged.

HEAT TRANSFER PRODUCTS

Sold by Leading Refrigeration Equipment Wholesalers The Country Over

HARTFORD, CONN. 415 LEXINGTON AVENUE, NEW YORK ★ 549 W WASHINGTON BOULEVARD, CHICAGO
EXPORT ADDRESS: 13 EAST 40TH STREET NEW YORK ★ CABLE "ARLAB"

COOL DRINKING WATER ALWAYS AVAILABLE

OASIS Electric WATER COOLERS

OASIS means the best in clean, correctly cooled drinking water . . . 24 hours a day year in year out! Made by EBCO . . . pioneers in electric water coolers.

EBCO Mfg. Co.
401 W. Town Street
Columbus, 8, Ohio